

AUGUST 1959

SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

Home-Growing Mechanics

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How to Go Broke Quickly

Page 53

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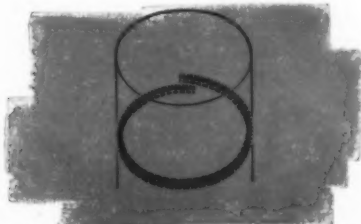
page 68

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Here's why Perfect Circle's Chrome "98" Oil Rings
give long life and full power protection!

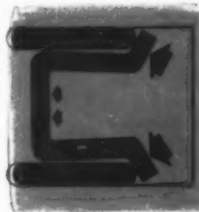


The ring that's making "high compression history" is Perfect Circle's three piece steel rail-type oil ring. Combination expander and spacer is made of special high carbon spring steel of remarkable flexibility.



Combination expander-spacer is the secret of the success of the "98" ring. It supplies the expansive force which gives the rails their cylinder wall pressure and *at the same time* forces both rails sidewise to seal them against the sides of the ring groove. When installed in the piston groove, the spacer-spring is compressed by the amount of over-lap shown here.

While the rails are being pushed evenly against the cylinder wall's entire circumference, they are also pushed snugly against the upper and lower



sides of the ring groove. 18% of the force of the expander is exerted to press the rails against the sides of the groove and 82% is exerted in forcing the scraping edges of the rails against the cylinder. Since the

ring assembly has no side clearance, no oil can accumulate at this point to be squeezed out onto the cylinder as the ring moves from one side of the groove to the other because of gas pressures, friction and inertial forces. The result is a ring that provides *both* face and side seal.



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Install Perfect Circle 2-in-1 Chrome piston ring sets and new Perfect Circle Valve Seals for complete performance and economy at lowest possible cost.

PERFECT

PISTON RINGS

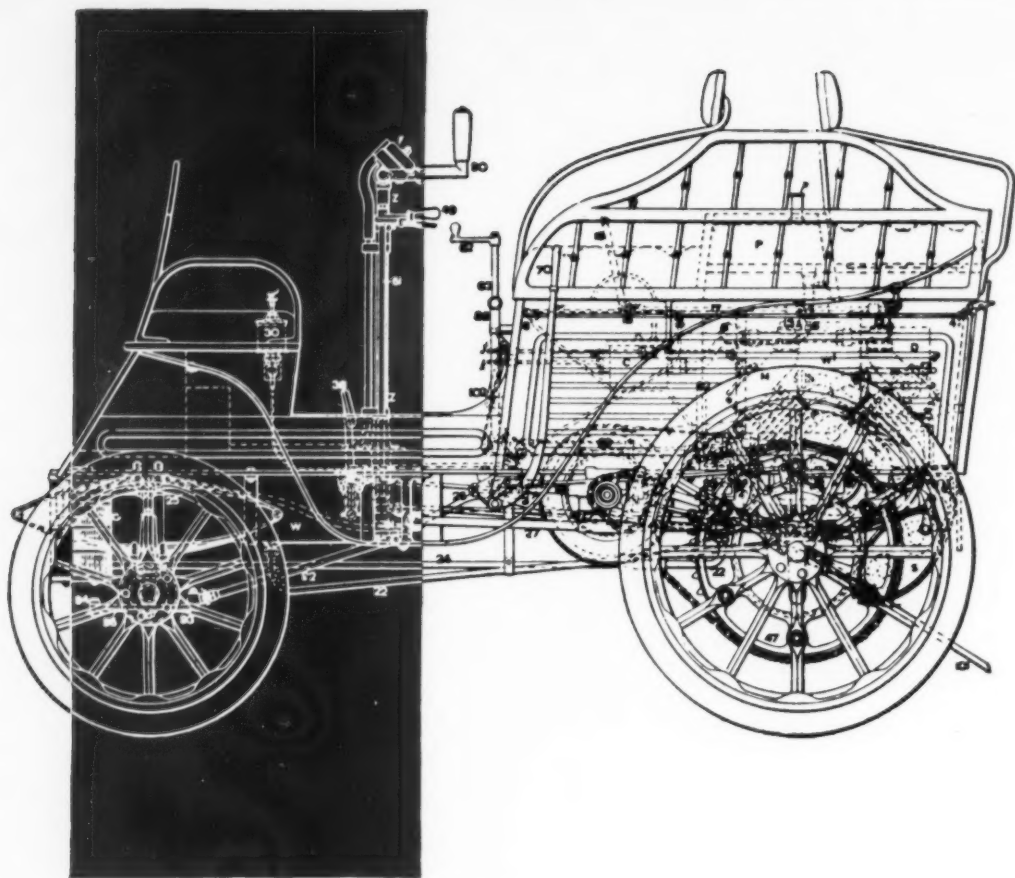


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You can tune up over 90% of all cars on the road with one economical assortment of Hygrade Jiffy Kits. Jiffy Kits contain needles and seats, gaskets, economizer valves, pump pistons, instructions and tools — to fit all carburetors: Carter, Stromberg, Ford, Holley, Rochester . . . and small engines, too! See your jobber or write HYGRADE PRODUCTS DIVISION, Standard Motor Products, Inc., Long Island City 1, New York.



A kit for almost every car

HYGRADE Carburetor Tune-Up JIFFY KITS



*Sorry, no Jiffy Kit available for this 1899 Mors Four Cylinder Carriage

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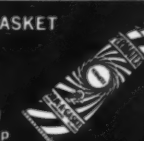





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Permatex tailors automotive sealants to the job ... builds in features to match special needs of modern vehicles. You need hard and soft sealing ... slow and fast sealing ... professional sealants on which you can depend. Here they are, engineered by Permatex to do the best possible job, exactly right.

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FORM-A-GASKET NO. 1  With Special Spreader Cap	Paste	Fast	Hard	Permanent assemblies; broken gaskets and fittings; building up uneven and warped surfaces; sealing damaged thread connections; replacement of unavailable gaskets.	Withstands heat and pressures up to 5000 lbs./sq. inch, during continuous service.
FORM-A-GASKET NO. 2  With Special Spreader Cap	Paste	Slow	Pliable	For reassembly work where adjustments or disassemblies are likely. Ideal for cover plates, threaded and hose connections, and preservation of all types of solid gaskets.	Perfect seal, allows disassembly without damage even after subjection to heat, pressure and long use. For pressures up to 5000 lbs./sq. in.
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STICK-N-SEAL 	Full-bodied liquid of Buna-N type synthetic rubber	Fast	Tacky	Holds gaskets or other material in place for easy assembly and eliminates "delayed action" leaks after job is done.	Combines outstanding initial tackiness with resistance to gasoline, oils, water, glycol, kerosene. Unaffected by lubricants which dissolve ordinary rubber cements.



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SOUTHERN AUTOMOTIVE JOURNAL for August 1959 Want more facts? Use Reader Service Card Page 99

1

The newest way to a big volume increase SELL NEW HOLLEY PEP CARBURETORS AT PRICES COMPETITIVE WITH REBUILTS



In one of the most important price changes in automotive history, new Holley Pep Carburetors were priced within the reach of all owners of Ford Family and the most popular American Motors cars—regardless of the age of the vehicle. Here's your chance to cash in on a big, new volume line. And every point in the Pep Carburetor program was designed to make sales easy and profitable for you:



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3. **Simplified Core Exchange**—A straight deal! No "hidden charges" for broken castings or parts.

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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 39

AUGUST 1959

No. 8

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WILLIAM C. HERBERT, Editor

HARRISON D. WATTS, III, Associate Editor

E. M. LOWERY, Technical Editor C. W. DOOLEY, Assistant Editor

BARON CREAGER, Southwestern Editor

(Suite 208, 6131 Luther Lane, Dallas 25, Texas)

A. F. ROBERTS, Business Manager

R. E. YARBROUGH, Jr., Advertising Manager

H. REDFERN HOLLINS, Circulation Director

J. A. MOODY, Production Manager

Business Representatives

Chicago: R. K. McCONNELL, 333 N. Mich. Blvd. Tel. CEntal 6-6964. New York: HUGH M. TOOMEY, Room 610, 7 E. 42nd St., Tel. MUrray Hill 2-4959. Detroit and Cleveland: W. G. SHEERAN, 17021 Amber Drive, Cleveland 11, Ohio, Tel. Winton 1-1306. Los Angeles: WARREN R. CHRISTIAN, P. O. Box 39711, Griffith Station, Los Angeles 39. Tel. HOLlywood 2-1133. San Francisco: FRED JAMESON, 821 Edinburgh St., San Mateo, Calif. Tel. DIamond 3-8906. Gastonia, N. C.: W. C. RUTLAND, P. O. Box 102, Tel. UNiversity 7-7995. Cohasset, Mass.: J. D. PARSONS, 39 Atlantic Avenue, Tel. EVergreen 3-0712. Dallas: BARON CREAGER, Suite 208, 6131 Luther Lane, Tel. EMerson 1-6521.

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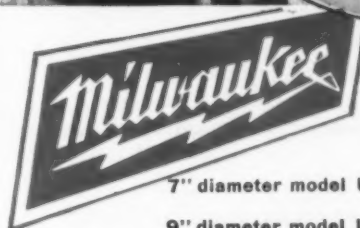
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9" diameter model U-199

\$89⁵⁰

\$94⁵⁰

Heavy-Duty... Perfectly Balanced SANDER-GRINDERS

With Exclusive Coaster-Brake Drive
that DOUBLES GEAR LIFE

- ✓ For Sanding . . . Grinding . . . Wire Brushing
- ✓ Ideal Speed . . . 5000 RPM
- ✓ Powerful Milwaukee-Built Motor
- ✓ Furnished with Milwaukee's Exclusive Flexible Spring Steel Backing Disc Assembly
- ✓ Full Ball and Roller Bearings throughout

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3



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What's *the* favorite for body repair? For filling dents and rips? Tears and leaks?

BONDO!

What is it that's *easiest* to apply...*easiest* to work...*easiest* to feather and finish?

BONDO!

What is it that adheres, permanently? Sets in a jiffy? Hard as a rock? And doesn't shrink or crack—ever? You've guessed it.

BONDO!

Jet action BONDO for hardness and rigidity...*Flexible* BONDO for wherever vibration, jolts or jars may occur. Get both at your jobber's—today.

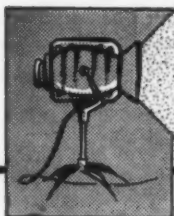
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STILL EASIER...

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Automotive **SPOTLIGHT**

August 1959

Business in the automotive way is booming down South. It's no news to anyone, but it does look awfully pretty in the record. It's booming generally over the country, but the Southern pace is as fast or faster than any other region. For example, 95% of the wholesalers replying to a survey mailed to 350 over the South and Southwest reported their sales the first six months of this year had exceeded the sales for the same period last year. Far more important, more than half said their business was ranging 20% or better above the first six months of 1958 (see page 128). The hard-parts industry was stepping right along, as shown by the financial reports of such old-timers as Federal-Mogul, Eaton Mfg. and AC Spark Plug. The latter's sales of spark plugs, oil filters and fuel pumps last month, by the way, set new peaks, with total replacement sales by AC being 23% over July 1958 and 17% higher than the previous record July of 1957. Keep that cash register oiled!

Testing plugs without removal from the engine is going to be simpler. One well-known manufacturer is announcing next month an electronic system which any mechanic can learn to manipulate in 30 minutes and which shows on a sharply defined scope the "sweep" that will tell a number of things about the plugs. It's to sell, too, under \$50.

Alabama dealers have a new manager of their association. He's Harold E. Streetman of Montgomery, who was elevated from executive assistant to succeed Frank R. Broadway, who resigned after a dozen years in the post once held by the veteran "Andy" Anderson. Streetman at one time was employed by Commercial Credit Corp.

July 7-9 is the date for the fifth annual convention of IGOA at Atlanta. Expected to draw a record attendance of 500, this meeting of the Independent Garage Owners of America will be the first to be witnessed by the new state associations created in the Carolinas this month--at Winston-Salem, N. C., August 8-9 and at Columbia, S. C., August 15-16. New units at Tuscaloosa, Ala., Tampa, Fla., Jackson, Miss., and elsewhere in the Southeast had broadly expanded this association's stride toward elevating the standards of the garage operators of the nation.

'60 models are only a few weeks away from the showrooms. Now experiencing a good season of cleaning up the units from the end of the model-year run and a fine profit generally on used cars, what do Southern dealers anticipate on the edge of the new model year? A survey of 450 franchise holders over the South and Southwest will round up the picture for you in SAJ next month.

Will "quality control" prove strengthened in the new cars? "Bugs" and more "bugs" have been pestering dealer shops despite the highly advertised programs of some car factories which were billed as steps to minimize the problems of straightening out cars once they have been sold. There was a time when dealers, with no smiles on their faces, were calling this headache "re-manufacturing." The 100% warranty arrangements came about in the face of the multitude of unsatisfactory workmanship on so many units.

The Big Three's "Little Three" will knife a piece of the market. How big the slice will be when GM's Corvair, Ford's Falcon and Chrysler's Valiant appear remained in doubt, but dealers in interviews quickly admitted that these economy six-passenger jobs would grab a big bundle of customers. Dodge dealers generally expressed a belief that their new Dart would help them offset the loss of Plymouth business, although some clearly eyed this loss with a tear in their eye.

In jai alai
CONTROL
 is imperative!



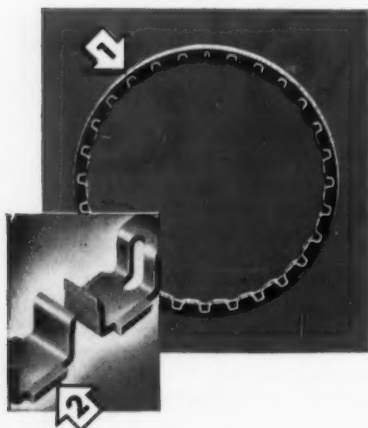
and in cars,
 trucks and tractors

OIL CONTROL
 is imperative!

Sealed Power KromeX piston ring sets with stainless steel oil rings control oil!

In just two short years *the* stainless steel oil ring has won acceptance with mechanics and car manufacturers. It comes in fast, controls oil even under high vacuum conditions or in tapered and out-of-round bores.

Just one of the reasons



They hold their fit in the cylinder bore. Sealed Power stainless steel oil rings are self-expanding. The new end-abutment design gives them the greatest flexibility ever built into an oil ring.

When compressed in the cylinder, the correctly engineered number of spring tension points provide uniform outward pressure—without any back-up springs or shims. (See arrow No. 1)

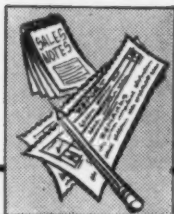
An equal number of sturdy shoulders supporting each steel rail produce complete contact with the cylinder wall. (See arrow No. 2)

SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

Sealed Power KromeX Ring Sets

INSIST ON THE BEST . . . WHY SETTLE FOR LESS





Automotive MARKETS

C.I.T. President Sees 6,500,000 Cars in '60

A MINIMUM of 6,500,000 new cars will be sold in the United States, including American-made compact cars, standard-size and imported cars, in 1960, according to Arthur O. Dietz, president of C.I.T. Financial Corp.

When the market is found for 6,500,000 cars in 1960, Dietz said, "you will see a boom year, not only for automobiles, but also in other businesses that are affected by what the motor industry does."

He indicated that for the most part the new-car business would be in addition to the sales of the more luxurious cars "that the majority of people will still want."

For this year Dietz predicted that 6,000,000 new cars would be sold in this country, including imported cars. Dealers sold 530,000 new cars in May, he said, their best monthly score since March 1957.

Predicting heavy car buying during the fall months, Dietz said once all choices of vehicles are placed before the consumers, there will be a buying rush. The new economy cars will have a great attraction for younger people getting married and starting homes, he said. In addition, he said the trend to multiple-car ownership, based largely on the country's growing suburbanization, still is accelerating.

Dietz foresees the nation's greatest economic growth in the 1960's, with the passenger-car population rising to 90,000,000 by 1970, compared with today's 56,000,000.

Chevrolet-Fisher Body Booms in Baltimore

"THIS will make our Baltimore operations the second largest in our national network of ten combination car and truck assembly plants."

That is what Edward N. Cole, General Motors vice president and general manager of Chevrolet Motor Division, said last month



K. E. Staley (top), a 30-year veteran with Chevrolet Motor Division and who for the past three years has been executive assistant general sales manager, has been named general sales manager, succeeding W. E. Fish (above), 61, who retired Aug. 1. Staley joined Chevrolet as a district representative in 1929 and has held a number of executive positions in the division's sales organization, including managing the Dallas, Texas, region.

concerning construction projects to begin this fall which will almost double the size of Baltimore Chevrolet-Fisher Body assembly plants.

Cole said Chevrolet will add about 850,000 square feet to its present facilities there and Fisher Body will add approximately 170,000 square feet, for a total of 1,020,000 square feet.

"This means," he said, "that the

combined Chevrolet-Fisher Body facilities will be increased from a present size of 1,044,000 square feet to a new total of 2,064,000 square feet as rapidly as possible."

Cole said a 115,000-square-foot addition is being constructed now at the Chevrolet plant at 2122 Broening Highway for truck assembly operations.

Oldsmobile Claims Lead In Air Conditioning

SINCE Oldsmobile introduced its air-conditioning system six years ago, annual sales have set new records each year, exceeding those of any other company in the industry, it was claimed by J. F. Wolfram, general manager of Oldsmobile and vice president of General Motors.

Through June 30 Oldsmobile had installed 50,924 air-conditioning units in the model year, compared with 36,941 sold during the entire 1958-model year.

Peak sales months for cars equipped with air conditioning in the past are said to have been June, July and August. However, in the model year so far, 16 out of every 100 Oldsmobiles have been ordered with air conditioning.

B. F. Goodrich Co. Adds GM Parts, Accessories

B. F. GOODRICH Tire Co., a division of The B. F. Goodrich Co., has added Delco batteries and shock absorbers, Delco-Remy ignition parts, Harrison thermostats and Packard battery cables, all manufactured by divisions of General Motors.

Goodrich will continue to market the company's own brand of batteries, according to Guy Gundaker, Jr., vice president—replacement sales. The company has carried its own private-brand batteries for 27 years.

Gundaker said his company's decision to take on the automotive parts line was dictated, in part, by "the growing trend toward tune-up by service stations."



Today's satisfied customers . . . Tomorrow's best prospects

The best prospects in the world are the satisfied customers who are coming back for repeat buying. And the best way to build a long list of satisfied customers today is to take a personal interest in every sale. As far as you can, look into your customer's needs. Sell him a car he can afford. Sell it on terms he can handle. Suggest a reasonable down payment and a reasonable length of time to repay the balance. This personal interest on your part, along with the complete financing and insurance facilities of Associates, can help you build more sales for today—and more repeat business for the future. Ask the man from Associates for full details on the Pleasant Purchase Plan.



The Old Sage says...

"The customers who
leave with a smile
are the ones most
likely to come back."



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Automotive NEWS BRIEFS

JANUARY	APRIL	AUGUST	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
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31	31	31	31

Looking Ahead

DEALERS

- Aug. 19—Annual crab feast of Automobile Trade Association of Maryland, Annapolis Country Club, Annapolis.
- Aug. 23-25—Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs.
- Sept. 20-22—Annual convention of Kentucky Automobile Dealers Association, Kentucky Dam Village, Gilbertsville.
- Oct. 11-13—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond.
- Oct. 18-20—Annual convention of Florida Automobile Dealers Association, Robert Meyer Hotel, Jacksonville.
- Oct. 25-26—Annual convention of Oklahoma Automobile Dealers Association, Hotel Tulsa, Tulsa.
- Oct. 31-Nov. 2—Annual convention of Texas Independent Automobile Dealers Association, Hilton Hotel, San Antonio.
- Nov. 15-17—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.
- Nov. 21-23—Annual convention of Arkansas Automobile Dealers Association, Hotel Arlington, Hot Springs.
- Jan. 17-19—Annual convention of National Independent Automobile Dealers Association, Eden Roc Hotel, Miami Beach, Fla.
- Jan. 30-Feb. 3—Annual convention of National Automobile Dealers Association, Sheraton-Park Hotel, Washington, D. C.
- Feb. 14-15—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.
- Feb. 17—Annual business-legislative meeting of South Carolina Automobile Dealers Association, Hotel Wade Hampton, Columbia.
- May 5-6—Annual combined convention of Kansas Motor Car Dealers Association and Missouri Automobile Dealers Association, Hotel Muehlebach, Kansas City, Mo.
- May 13-14—Annual convention of South Carolina Automobile Dealers Association, Francis Marion Hotel, Charleston.

- Jan. 28-Feb. 1, 1961—Annual convention of National Automobile Dealers Association, San Francisco.
- Feb. 3-7, 1962—Annual convention of National Automobile Dealers Association, New York City.

GARAGEMEN

- Sept. 4-6—Fall convention of Independent Garagemen's Association of Texas, Brownsville.
- March 25-27—Spring convention of Independent Garagemen's Association of Texas, Dallas.
- July 7-9—Fifth annual convention of Independent Garage Owners of America, Dinkler Plaza Hotel, Atlanta, Ga.

WHOLESALEERS

- Sept. 14-15—Annual convention of Kentucky Automotive Wholesalers Association, Phoenix Hotel, Lexington.
- Oct. 14-15—Fall convention of Virginias-Carolinas Automotive Wholesalers Association, Poinsett Hotel, Greenville, S. C.
- Oct. 16-17—Annual convention of Automotive Wholesalers Association of Louisiana, Capitol House, Baton Rouge.
- Oct. 21-24—Annual convention and booth conference of Automotive Wholesalers of Texas, Adolphus Hotel, Dallas.
- Nov. 2-5—Annual convention and conference of The Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.
- Nov. 12-14—Annual convention of Florida Automotive Wholesalers Association, Soreno Hotel, St. Petersburg.
- Nov. 18-19—First annual convention of South Carolina Automotive Wholesalers Association, Hotel Wade Hampton, Columbia.
- Dec. 4-11—Annual meeting and manufacturers-distributors conference of Automotive Electric Association, Edgewater Beach Hotel, Chicago.
- Feb. 7-9—Officers' meeting of Automotive Affiliated Representatives, Manhattan Hotel, New York.
- Feb. 9—Automotive Affiliated Representatives breakfast meeting, Astor Hotel, New York.
- Feb. 10-13—Automotive Service Industry Show, Coliseum, New York City, preceded by the first annual convention of Automotive Service Industry Association at Carnegie Hall.

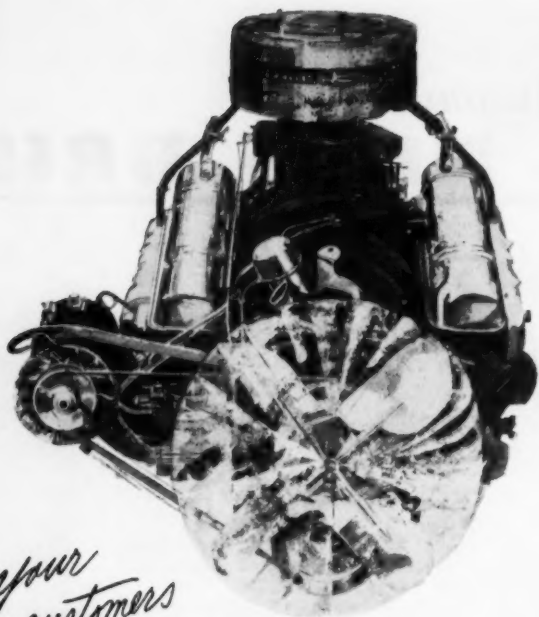


W. F. "Bill" Barbee, president of Voss-Hutton-Barbee Co., automotive wholesalers of Little Rock and other Arkansas points, illustrates here how employees pass around shower curtains, hung to prevent leakage of air conditioning into bin and warehouse areas of the Little Rock store. Curtains are of a see-through consistency to eliminate collisions. Note seam near bottom of curtains. Standard curtains were not long enough, so the necessary additional length was attached with the sewing machine by Mrs. Barbee.

- March 24-27—Southwest Automotive Show, Automobile Building, Dallas, Texas.
- June 1-4—Annual convention of Automotive Engine Rebuilders Association, Netherland-Hilton Hotel, Cincinnati.

GENERAL

- Oct. 5-7—Annual convention and exhibit of Truck Body and Equipment Association, Sherman Hotel, Chicago.
- Oct. 28-30 — 12th annual convention and trade show of Automotive Parts Rebuilders Association, Roosevelt Hotel, New Orleans.
- Jan. 25-28—33rd annual Automotive Accessories Manufacturers Association exposition, Navy Pier, Chicago.
- Oct. 5-7, 1960—Annual trade show and convention of Automotive Parts Rebuilders Association, Conrad Hilton Hotel, Chicago.
- Oct. 15-23, 1960—National automobile show, Cobo Hall, Detroit.



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... install Toledo Steel water pumps

Treat yourself and your customers to complete satisfaction. Each and every factory duplicate Toledo Steel water pump is vacuum-tested to guard against costly leakage. This, plus quality materials and precision manufacturing, is your assurance of long, trouble-free performance. Sold by better jobbers everywhere.



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WORLD'S FINEST AUTOMOTIVE PARTS



This newest idea in exhibition halls, introduced by Chevrolet to house its latest automotive exhibit, employs a giant red and white vinyl-coated balloon. From a "package" four feet by four feet, the hall is inflated to barn-sized proportions, 100' long, 40' wide and 25' high. Photo at left shows deflated "Airo-sphere" spread over cars and displays while workmen



install air conditioning and blowers. Fully erected dome at right—inflated in 26 minutes—is served by two sets of revolving doors and zippered emergency exits. The exhibit, which includes mechanical cut-aways, demonstration pieces and new passenger cars and trucks, will be booked at shopping plazas, fairs and similar locations around the country by Chevrolet.

Mack, Northeast Capital To Merge Next Month

NORTHEAST Capital Corp. will merge into Mack Trucks, Inc., in September, according to a joint announcement, which stated also that prior to the merger the former company would convert all assets into cash except its Mack holdings.

It was estimated that the amount of preferred stock to be issued would be worth approximately \$12,000,000, reportedly to be used to increase Mack's working capital and to provide funds for expansion.

The merger will not affect management or control of Mack in any way, according to the statement.

South Carolina Dealers Select Charleston

THE annual convention of the South Carolina Automobile Dealers Association will be held May 13-14 at the Francis Marion Hotel in Charleston, Mrs. Ella W. Ford, executive vice president, announced.

The annual business-legislative meeting will be held at Hotel Wade Hampton in Columbia Feb. 17.

The association has also decided to hold a reception for the Palmetto State's congressmen and sen-

ators during the annual convention of the National Automobile Dealers Association in Washington, D. C., Jan. 30-Feb. 3.

The 1959 convention was held during a cruise to and from Nassau this past spring.

Robert Pulliam, Ford dealer of Columbia, is SCADA's president.

Maryland Dealers Zero Crabs

The annual crab feast of the Automobile Trade Association of Maryland will be held Aug. 19 at the Annapolis Country Club at Annapolis, Manager J. C. "Cab" Darrell announced. Many dealers are expected to attend.

"Think you can handle that little foreign job over there, Stan?"



*It pays to identify
yourself as a
Delco Dealer*

*New profit opportunities
on the popular Delco DC-12*

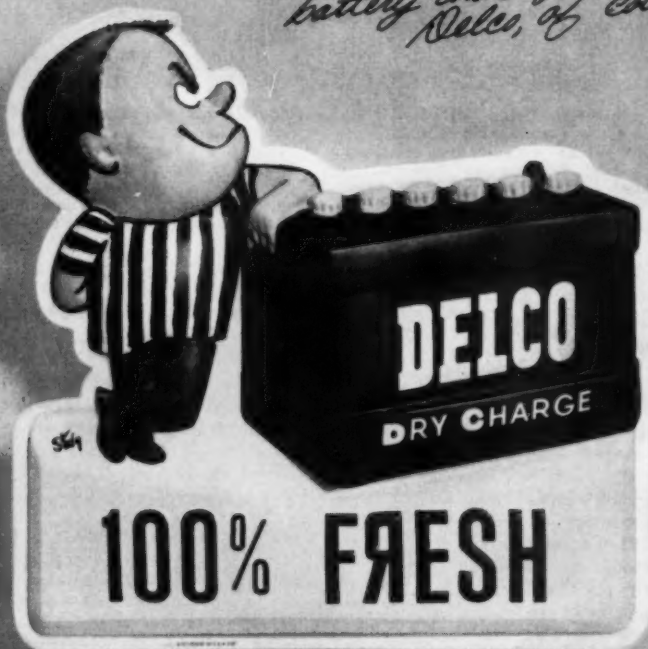
*Plastic window display
is a real
traffic stopper*

*It's only the
beginning of a
campaign to
sell more Delcos*

*C'mon
along on a
battery selling
spree!*

*Make the most with the
battery that gives the most—
Delco, of course*

*Sure way
to fill
the till*



*3-dimensional,
4-color sign
that goes up
easy (so do profits)*

*Your customers
will see
"Freshie" on TV,
in national magazines
and newspapers*

*Get all the facts and
materials from your
Delco Battery distributor*

QUALITY BUILT BY DELCO-REMY DISTRIBUTED NATIONALLY THROUGH



GENERAL MOTORS STARTS WITH DELCO BATTERIES

Ed Latimer to Address Kentucky Dealers

A WELL-KNOWN Southern finance executive will be among the speakers at the annual convention of the Kentucky Automobile Dealers Association Sept. 20-22 at Kentucky Dam Village, Gilbertsville, situated on famous Kentucky Lake.

He is E. P. Latimer, president of American Discount Co., Charlotte,



President Latimer

N. C., and a past president of the American Finance Conference.

Lew Ullrich of Louisville, managing director, also announced that David G. Reese, Oldsmobile-Rambler dealer of Drexel Hill (Philadelphia), Pa., the immediate past president of the Pennsylvania Automotive Association, would speak.

Dean Chaffin of Bozeman, Mont., immediate past president of NADA, will also speak, as will M. R. Darlington, Jr., managing director of the Inter-Industry Highway Safety Committee, Washington, D. C.

N. S. McGaw of Madisonville is president of KADA.

Chevrolet Issues Caution On Window Stickers

CHEVROLET Division has issued the following bulletin:

Whenever labels, stickers or signs are to be applied to the glass surfaces of any vehicle, there is an important precaution to be observed.

The adhesives used for installing

It's a "Good Sign"...

THE RED
WHITE
And BLUE

IGO EMBLEM

YOUR GUARANTEE OF QUALITY WORKMANSHIP

INDEPENDENT GARAGE OWNERS OF AMERICA, INC.

MEMBER

PERSONALIZED

IGO

SERVICE

ONLY THE BETTER GARAGES CAN QUALIFY FOR INDEPENDENT GARAGE OWNER MEMBERSHIP

LOOK FOR THIS SIGN WHEN YOU NEED AUTO REPAIRS
IT IS YOUR GUARANTEE OF EXPERT WORKMANSHIP,
HONESTY, INTEGRITY AND FAIR DEALING
KINGSPORT INDEPENDENT GARAGE OWNERS

Kingsport Body & Motor Co.
448 Press St. CI 5-2121

BARRONS GARAGE
717 W. Market St. CI 5-4851

JACK'S TUNE-UP
1109 E. Centre St. CI 5-1110

HAPPY MOTORS
328 E. Market St. CI 5-1211

BAKER MOTORS
112 E. Clay St. CI 5-1121

FLEMMING'S GARAGE
311 W. Market St. CI 5-4851

KINGSPORT BODY WORKS
317 E. Market St. CI 5-1111

PETE'S GENERATOR SHOP
211 Monroe St. CI 5-4851

S & S GARAGE
112 Cherokee St. CI 5-4851

WILLIAMS GARAGE
1101 Oak St. CI 5-4711

W. E. Smith Auto Repair
402 E. Sullivan St. CI 5-3811

Kingsport Radiator Works
402 E. Sullivan St. CI 5-3811

TO SERVE YOU BEST IGO MEMBERS ARE PLEDGED TO THIS CODE OF ETHICS

CODE OF ETHICS

1. To promote good will between the motorist and members of this organization.
2. To have a sense of obligation to each individual customer.
3. To establish and perform high quality repair service at a fair and just price.
4. To employ only skilled mechanics.
5. To use only approved merchandise of high quality distributed by reputable firms.
6. All bills must be completely itemized and mechanical adjustments included in the charge for service rendered.
7. To turn over to the customer all parts replaced, to be disposed of as he sees fit.
8. To institute and foster the correction of any and all abuses, within the automotive service industry, including misleading advertising.

This newspaper ad, five columns wide and 14" deep, is one of a series which has been published by the members of the Kingsport, Tenn., unit of the Independent Garage Owners of America. It was run in black and red. John W. Baker of Kingsport is president of this unit of the IGOA.

labels or stickers should not be of the animal or protein glue variety. The use of such adhesives may lead to etching and pitting of the glass in a rather short period of time. Pressure-sensitive type labels are normally safe for use on glass.

It is recommended that masking tape or rubber cement be used to attach stickers or labels to glass surfaces. In addition, most white library pastes are also suitable for

this purpose.

Under no circumstances should any sticker or label be applied to convertible back windows, regardless of the type of adhesive to be used.

Dorsey Trailers Head Dies

J. V. Wright, president of Dorsey Trailers, Inc., Elba, Ala., died last month.




a
profitable
spot
for you
to be in



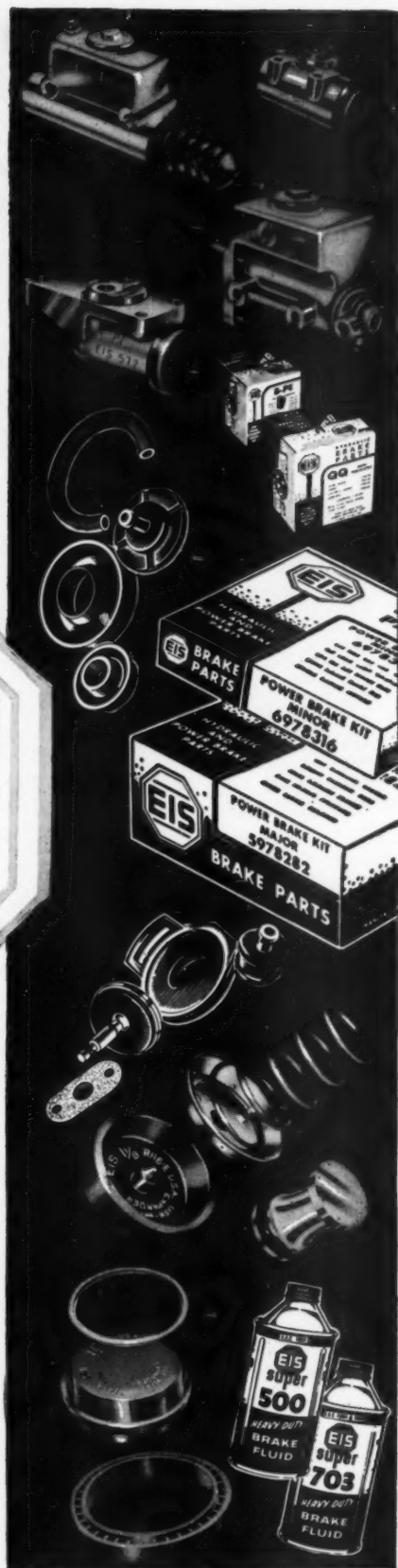
There's **MORE** room for profits
when you stock and sell
— the Engineered Brake
Parts Line that's now **more**
complete than ever!



Put yourself on the spot — the  spot!
It pays off handsomely and you'll
find yourself in good company, too!

Ask your  Distributor or
write for catalogs.

EIS AUTOMOTIVE CORP., Middletown, Conn.





Attributed to the South's rising economy, the largest single shipment of Delco batteries in the 30-year history of the Muncie, Ind., Delco plant was shipped into the Southeast late last month. Thirty-seven trucks of several fleet lines hauled the 27,000 batteries to distributors in the Atlanta zone of United Motors Service, which is managed by Gordon Trask, who conceived the idea of promoting this record shipment and

won the cooperation of 94% of his distributors. Said Trask, shown at extreme left with UMS Regional Manager George C. Faller in front of one of the "Dixie"-flagged trailers: "The phenomenal growth of the economic stature of the South is reflected in the ability of Southern independent business concerns to participate in a program of this type. This shipment offers positive proof that the times down in Dixie surely are good!"

Chrysler Appoints Kough To Head Western Sales

W H. KOUGH, former Chrysler-Imperial Southern area sales manager, has been named western area sales manager for Chrysler and Imperial division, according to E. M. Braden, division general sales manager.

A 1942 graduate of Duke University, Kough joined the corporation in 1952. In 1955 he became Washington, D. C., regional manager and in 1956 was appointed Charlotte, N. C., zone manager for corporate general sales.

American Motors Sends Kimber to Washington

A PPOINTMENT of D. L. Kimber as the Washington (D. C.) zone manager of American Motors Corp., replacing Floyd Sease, who resigned because of illness, has been announced by Roy Abernethy, vice president of automotive distribution and marketing.

Kimber joined the company in 1940 and was at one time car distributor in the Kansas City zone and later district manager and business management manager there.

The Washington zone embraces Maryland, Virginia, most of North



A caravan of 49 trailers hauling 250 Larks—the biggest such shipment in Studebaker history—left South Bend, Ind., July 27 and 28 bound for Miami, Fla. Along the route, deliveries were made to dealers in Kentucky, Tennessee, Georgia, Alabama and Florida, ending with a record consignment of 100 cars bought by the Dade County Metropolitan Commission for official use in the area which includes Greater Miami. Studebaker President Harold E. Churchill (left) started the caravan, presenting to lead truck driver Carrol Barron of Orlando, Fla., a souvenir from South Bend Mayor Edward F. Voorde to be delivered to Dade County Metropolitan Commissioner O. W. Campbell.

Carolina and the District of Columbia.

Utley of De Soto Returns To Native Tarheelia

ROY W. Utley, 65, a native North Carolinian and veteran of 47 years in the automobile industry, retired as De Soto director of service July 31.

Utley moved to Detroit in 1912 to work as a mechanic at the Paige Motor Car Co. He joined Chrysler in 1933. With his wife and daughter, 14, Utley plans to retire to North Carolina where he intends to engage in his life-long interest of church work.

Tallahassee Elects Proctor

W. Theo Proctor, Jr., of Proctor & Proctor, Inc. (Cadillac-Pontiac), is the new president of the Tallahassee (Fla.) Automobile Dealers Association. Vice president and treasurer is F. O. Drake, Jr., Capital Plymouth, Inc., and O. W. Collins, Jr., Collins Motors, Inc. (Volkswagen), is the secretary.

Hanson Maker's Widow Dies

Mrs. Kate Faith Phillips, 81, widow of Austave Paul Phillips, Sr., Atlanta, Ga., pioneer automobile manufacturer, died last month. Phillips made the Hanson "6".

(More News Briefs on page 130)

ROGERS expands territory again

—Now serving states East of Mississippi River
and South of Ohio River—

FIND YOUR ROGERS JOBBER HERE

ALABAMA:

Albertville—Albertville Parts Co.
Alexander City—Cottle's Auto Supply
Andalusia—Taylor Parts & Supply Co.
Anniston—Model City Parts Co.
Athens—Athens Parts Co.
Auburn—Auburn Auto Supply
Bessemer—Bury Auto Parts Co.
Birmingham—Alabama Auto Parts Co.
Genuine Parts Co.
Calera—Campbell Auto Parts Co.
Centre—Cherokee Auto Parts
Clanton—Campbell Auto Parts Co.
Cottle's Auto Supply
Cullman—Alabama Auto Parts Co.
Decatur—Decatur Parts Co.
Dothan—Taylor Parts & Supply Co., Inc.
Eufaula—Eufaula Auto Supply
Florence—Automotive Parts Co.
Ft. Payne—Thompson Auto Parts Co.
Gadsden—McCluskey Brothers
Swann Parts Co.
Guntersville—Auto Parts Co.
Haleyville—Haleyville Auto Parts Co.
Hartselle—Auto Parts Co.
Heflin—Cleburne Parts
Huntsville—Auto Electric Supply Co.
Jasper—Gaines Parts Co.
Lafayette—Genuine Motor Parts
Leeds—Leeds Auto Parts Co.
Lonsley—Griffin Motor Supply
Marion—Marion Auto Supply
Mobile—Davis Motor Supply Co., Inc.
Motor Parts & Supply Co., Inc.
Montgomery—Motor Parts Co.
Opelika—East Alabama Auto Parts Co.
Pell City—Pell City Auto Parts Co.
Piedmont—Piedmont Auto Parts
Prichard—Motor Parts & Supply Co.
Roanoke—Genuine Motor Parts
Russellville—Automotive Parts Service
Selma—Selma Parts Service Co.
Sheffield—Automotive Parts Co.
Sylacauga—Sylacauga Parts Co.
Talladega—Talladega Auto Parts
Tallapoosa—Cottle's Auto Supply
Thomasville—Clark's Parts Service
Tuscaloosa—West Alabama Parts & Supply Co.
Tuskegee—Tuskegee Auto Parts
Union Springs—Genuine Auto Parts Co.
Union Springs Auto Parts
Wetumpka—Turner's Auto Supply

FLORIDA:

Auburndale—Christ's Auto Supply
Avon Park—Bennie's Auto Supply, Inc.
Bartow—Christ's Auto Supply
Brooksville—Standard Auto Parts
Clermont—Standard Auto Parts
Clearwater—Court Square Auto Parts
Cocoa—Cocoa Motor Parts
United Parts Co.
Coral Gables—Trail Automotive Parts
Dade City—Standard Auto Parts
Daytona Beach—Motive Parts, Inc.
DeFuniak Springs—Taylor Parts & Supply Co., Inc.

Delray Beach—Vaughn & Wright
Dunedin—H & D Auto Parts
Ft. Lauderdale—Vaughn & Wright
Ft. Myers—Norman Auto Supply
Ft. Pierce—Auto Supply Co.
Vaughn & Wright of Ft. Pierce, Inc.
Ft. Walton Beach—Taylor Parts & Supply Co.
Gainesville—White Electric & Battery Service
Homestead—Redland Motor Parts Co.
Immokalee—Norman Auto Supply
Jacksonville—Genuine Parts, Inc.
Motor Parts & Supply Co.
Universal Automotive
Jacksonville Beach—Genuine Parts Co.
Lake City—Columbia Automotive Co.
Lakeland—Automotive Supply Co.
Lakeland Motor Parts
Lake Wales—Boyle Auto Supply Co.
Lake Worth—Vaughn & Wright
Leesburg—C. R. Lovell Auto Supply
Live Oak—Suwannee Auto Parts
Marianna—Keenan Auto Parts Co.
Melbourne—Genuine Parts, Inc.
United Parts, Inc.
Mount Dora—H & D Auto Parts Co.
Miami—Genuine Parts Co.
Trail Automotive Parts
Motor Service, Inc.
Naples—Norman Auto Supply
Ocala—Lovell Brothers
Okeechobee—Bennie's Auto Supply
Orlando—Allied Parts Co., of Tallahassee
Miller Machine Co.
Orlando Motor Parts, Inc.
Panama City—Taylor Parts & Supply Co.
Pensacola—United Auto Supply Co.
Perry—Perry Auto Supply
Plant City—Plant City Auto Supply
Punta Gorda—Norman Auto Supply
Quincy—Keenan Auto Parts Co.
Sanford—Sanford Auto Parts
Sarasota—Anderson Auto Parts
Sebring—Bennie's Auto Supply
St. Augustine—F. H. Rogers Co.
St. Petersburg—Automotive Supply Co.
Consolidated Automotive, Inc.
Starkes—Farm, Home & Auto Supply
Starkes Motor Parts, Inc.
Tallahassee—Genuine Auto Parts Co.
Keenan Auto Parts Co. of Tallahassee
Tallahassee Auto Parts Co.
Tampa—Motor Parts Co., Inc.
Piston Ring & Supply Co.
Titusville—Stradley Motor Supply
United Parts Co.
Vero Beach—Auto Supply Co.
Wauchula—Polk Auto Parts
West Palm Beach—Vaughn & Wright
Wildwood—C. R. Lovell Auto Supply
Winter Haven—Christ's Auto Supply
Winter Park—Winter Park Motor Parts Co.

GEORGIA:

Albany—Brooks Auto Parts
Keenan Auto Parts Co.
Alma—Butler Supply Company, Inc.

Americus—Keenan Auto Parts Co. of Americus
Ashburn—Brooks Auto Parts
Athens—Anderson Auto Parts, Inc.
Atlanta—Atlanta Motor Parts Co.
Auto Supply & Equipment Co., Inc.
Friction Materials Co.
Genuine Parts Co.
Max Auto Parts Co.
Perrin Auto Supply Co.
Piston Ring & Supply Co.
Power Service Co.
Southern Bearings & Parts Co.
Swanstrom Auto Electric Co.
Verner Auto Supply, Inc.
Augusta—Auto Parts Co.
Bowers Auto Electric Co.
Motor Supply Co., Inc.
Skinner Auto Supply Co.
Bainbridge—Keenan Auto Parts Co.
Baxley—Brooks Auto Parts Co.
Blackshear—Hobbs Auto Supply
Blakely—Keenan Auto Parts Co.
Bremen—Service Supply Co.
Brunswick—Brunswick Auto Parts Co., Inc.
The Motor Supply Co.
Buford—Buford Auto Supply Co.
Slack-Buford Auto Parts
Calro—Keenan Auto Parts Co.
Calhoun—Auto Parts & Equipment Co.
Camilla—Camilla Auto Parts
Carrollton—Flanders Parts Co.
Service Supply Co.
Cartersville—Automotive Supply Co.
Cedartown—Greer Auto Supply
Chamblee—Chamblee Auto Parts
Clarkeville—Slack Cornelia Parts Co.
Claxton—Brooks Auto Parts
Cochran—Brooks Auto Supply, Inc.
Columbus—The Auto Supply Co., Inc.
Commerce—Slack Commerce Auto Parts Co., Inc.
Cordelle—Butler Supply Co., Inc.
Cordelle Auto Supply
Cornelia—Slack Cornelia Parts Co., Inc.
Covington—Ginn Tire and Parts Co.
Cumming—Slack Auto Parts Co.
Cuthbert—Keenan Auto Parts Co.
Dalton—Hart's Automotive Parts Co.
Dawson—Dawson Auto Supply
Decatur—Auto Supply & Equipment Co., Inc.
Decatur Auto Parts Co.
Genuine Parts Co.
Donalsonville—Keenan Auto Parts Co.
Douglas—Brooks Auto Parts
Douglasville—Service Supply Co.
Dublin—Dublin Motor Parts
East Point—Auto Supply & Equipment Co., Inc.
Genuine Parts Co.
Eastman—Eastman Motor Parts
Easton—Easton Auto Parts
Elberton—Anderson Auto Parts
Ellijay—Service Auto Parts
Fitzgerald—Brooks Auto Parts
Folkston—Folkston Motor Parts Co.
Fort Valley—Graham Motor Parts
Gainesville—Slack Auto Parts Co.
Glennville—Brooks Auto Parts
Griffin—Auto Parts & Supply Co.
Hapeville—Genuine Parts Co.
Hartwell—Anderson Auto Parts Co.
Hawkinsville—Brooks Auto Parts
Keenan Auto Parts Co.
Hinesville—Brooks Auto Parts

Rogers Remanufactured Dynamometer-tested Engines now available at 415 Distributors*

To completely serve the Southeastern United States John Rogers Co., the world's largest engine remanufacturer, has extended its territory to include Kentucky, the eastern portion of Louisiana and those sections of North Carolina and Mississippi, plus a portion of Indiana, that were not already covered by Rogers distributors.

Look over the listing below for your nearest jobber. He will be happy to furnish you with famous Rogers Remanufactured Engines—now available for 208 passenger car and truck models. Find how you can make as much as \$100 per installation with Rogers, your finest remanufactured Dynamometer-Tested Engine.



ROGERS Remanufactured ENGINES

The Finest Replacement Engine You Can Buy

Jasper—Service Auto Parts
Jesup—Brooks Auto Parts Co.
LaFayette—LaFayette Auto Parts Co.
LaGrange—Piston Ring & Supply Co.
Lyons—Brooks Auto Parts
Macon—Butler Supply Co., Inc.
Motor Parts Co.
Manchester—Manchester Auto Supply
Manchester Parts Co.
Marietta—B & N Auto Parts Co.
McRae—Brooks Auto Parts
Metter—Auto Parts & Supply Co.
Milledgeville—Motor Parts Co.
Millen—Millen Auto Parts
Montezuma—Keenan Auto Parts Co.
Moultrie—Briggs Auto Parts
Keenan Auto Parts Co.
Nashville—Brooks Auto Parts
Newnan—Genuine Motor Parts
Newnan Auto Supply
Ocilla—Irwin County Auto Parts
Pelham—Keenan Auto Parts Co.
Perry—Brooks Auto Parts
Reidsville—Nelson Sales Co.
Rockmart—Rockmart Parts Co.
Rome—Southern Bearings & Parts Co.
Sandersville—J. B. Wall Co.
Savannah—The Motor Supply Co.
Sparta—Auto Parts Co.
Statesboro—Statesboro Auto Parts
Summersville—Motor Parts Co.
Swainsboro—Swainsboro Motor Parts Co.
Sylvania—Brooks Auto Parts
Pinckney's Auto Supply Co.
Sylvester—Brooks Auto Parts
Thomasboro—Keenan Auto Parts Co.
Thomasboro Auto Parts
Thomasville—Keenan Auto Parts Co.
Tifton—Brooks Auto Parts
Keenan Auto Parts Co.
Toccoa—Slack Toccoa Parts Co.
Trenton—Kyer Auto Parts
Valdosta—R. H. Bassford Automotive Co.
Vidalia—Brooks Auto Parts
Warner Robins—Brooks Auto Parts
Waycross—Motor Parts Co., Inc.
Thompson Motor Supply Co.
Waynesboro—Skinner Auto Supply Co.
West Point—Cottle's Auto Supply

INDIANA:

Indianapolis—Eagle Machine Co.

KENTUCKY:

Owensboro—Gipe Motor Supply Co., Inc.

LOUISIANA:

Winnaboro—Motor Parts and Supply Co.

MISSISSIPPI:

Aberdeen—Preston Auto Parts
Baldwin—Motor Parts Co.
Biloxi—Standard Parts, Inc.
Bonnetville—Motor Parts Co.
Brookhaven—Brookhaven Auto Parts Co., Inc.
Cleveland—Automotive Parts Co.
Columbia—Hart Supply Co.
Corinth—Motor Parts Co.
Greenwood—Automotive Parts Co.
Grenada—Automotive Parts Co.
Hattiesburg—Brooks Noble Auto Parts & Machine Co.
Hart Supply Co.
Iuka—Motor Parts Co.
Jackson—Brooks Noble Auto Parts & Machine Co.
Laurel—Christian Auto Supply Co.
Lexington—Lexington Automotive Parts Co.
Lucedale—Allied Auto Parts

McComb—Parker Auto Parts
Meridian—Milton Supply Co.
Natchez—Motor Parts and Supply Co.
Pascagoula—Standard Parts, Inc.
Vicksburg—Auto Supply Inc.
Waynesboro—Wayne Auto Supply Co.
Winona—Tabor Bros. Auto Supply
Woodville—Motor Parts and Supply Co.
Yazoo City—Yazoo Parts Co.

NORTH CAROLINA:

Asheville—Genuine Parts Co.
Belmont—Genuine Parts, Inc.
Brevard—Brevard Auto Parts
Canton—Auto Parts & Gear Co.
Chapel Hill—Southern Parts & Electric, Inc.
Charlotte—Genuine Parts Co.
Concord—Ritchie Auto Parts
Durham—Motor Bearings & Parts Co.
Southern Parts & Electric, Inc.
Fair Bluff—Scott Auto Supply, Inc.
Fayetteville—Motor Bearings & Parts Co.
Franklin—Slack Franklin Parts Co.
Gastonia—Genuine Parts, Inc.
Goldboro—Motor Bearings & Parts Co.
Greenville—Barnes Motor & Parts Co. of Greenville
Henderson—Standard Motor Parts Co.
Hendersonville—Auto Parts & Gear Co.
Hickory—The Flowers Co.
Kannapolis—Motor Parts Service Co.
Kings Mountain—Kings Auto Parts
Kinston—Kinston Auto Parts Co.
Lenoir—The Flowers Co.
Marion—Marion Auto Parts, Inc.
Monroe—Motor Parts & Gear Co.
Morganton—The Flowers Co.
Murphy—Slack Auto Parts
North Wilkesboro—N. W. Auto Parts Co.
Oxford—Standard Motor Parts Co.
Raleigh—Barnes Motor & Parts Co.
Motor Bearings & Parts Co.
Reidsville—Standard Motor Parts Co.
Rocky Mount—Motor Bearings & Parts Co.
Ravels & Winstead, Inc.
Shelby—Dickson Auto Supply, Inc.
Spruce Pine—Mitchell Auto Parts
Statesville—The Auto Parts & Electric Co.
The Flowers Co.
Sylva—Sylva Auto Parts
Waynesville—Dickson Auto Parts, Inc.
Whiteville—Braxton Auto Parts
Wilson—Barnes Motor & Parts Co.

SOUTH CAROLINA:

Aberdeen—Anderson Auto Parts Co.
Aiken—Aiken Auto Parts
Thompson Motor Supply Co.
Anderson—Anderson Auto Parts Co.
Scurry & Nison, Inc.
Beaufort—Beaufort Auto Parts
Thompson Motor Supply
Bishopville—Hapco, Inc.
Camden—Standard Parts Co.
Charleston—H. Steenken & Co., Inc.
Stevens & Co.
Cheraw—Genuine Parts Co.
Chester—Chester Auto Supply
Clinton—Clinton Auto Supply
Clover—Jobbers Supply Co.
Columbia—The Parts Co.
Standard Parts Co.
Conway—Conway Auto Parts
Darlington—Standard Parts Co.
Dillon—Motor Parts and Equipment Co.
Easley—Anderson Auto Parts Co.
Florence—Carolina Auto Supply House
Standard Parts Co.
Gaffney—Gaffney Auto Supply

Georgetown—Georgetown Auto Parts
Great Falls—Jones Auto Parts
Greenville—Battery & Electric Co.
Scurry & Nison, Inc.
Greenwood—Carolina Tool Co.
Hartsville—Standard Parts Co.
Kingscross—Standard Parts Co.
Laurens—Laurens Auto Supply
Loris—King's, Inc.
Manning—Dixie Auto Parts
Marion—Service Auto Supply
Mullins—Service Auto Supply
Newberry—Newberry Auto Supply
Orangeburg—Parts Supply Co.
Standard Parts Co.
Pelser—Anderson Auto Parts
Rock Hill—Bennett Supply Co.
Standard Parts Co.
Seneca—Wilmington Auto Parts Co.
Spartanburg—Standard Parts Co.
Sumpter—Hapco, Inc.
Summersville—Auto Parts, Inc.
Union—Union Auto Supply Co., Inc.
Walterboro—Walterboro Auto Parts
West Columbia—Standard Parts Co.
Winnaboro—Fairfield Motor Parts, Inc.
Woodruff—Darracott Auto Parts
York—Ware's Auto Parts

TENNESSEE:

Alamo—J. M. Collins Auto Parts Co.
Bolivar—Motor Parts & Bearing Co.
Carthage—Automotive Parts Co.
Chattanooga—Auto Parts & Supply Co. of South Market St.
Hart's Automotive Parts Co.
Sharp Automotive Supply Co.
Cleveland—Hart's Automotive Parts Co.
Motor Parts Corp.
Clinton—Clinton Auto Supply Co.
Cookeville—Automotive Parts Co.
Copperhill—Service Auto Parts
Dyersburg—J. M. Collins Auto Parts Co.
Fayetteville—City Auto Parts
Lincoln Auto Supply Co.
Gallatin—Automotive Parts Co.
Harriman—Harriman Automotive Supply Co.
Hart's Automotive Parts Co.
Humboldt—Motor Parts & Bearing Co.
Huntingdon—Motor Parts & Bearing Co.
Jackson—Motor Parts & Bearing Co.
Knoxville—Slack & Co., Inc.
Knoxville Rod & Bearing Co.
Service Auto Parts Co.
Tennessee Auto Parts
LaFollette—LaFollette Auto Parts Co.
Lebanon—Auto Parts & Service Co.
Lenoir City—Lenoir City Supply Co.
Lewisburg—Lewisburg Auto Parts Co.
Lexington—Motor Parts & Bearing Co.
Maryville—Hart's Automotive Parts Co.
Morristown—Morristown Automotive Supply Co.
Nashville—R. H. Chilton Co.
Newport—Newport Automotive Supply, Inc.
Parsons—Motor Parts & Bearing Co.
Paris—Motor Parts Co.
South Pittsburg—Marion Auto Supply Co.
Pulaski—M. B. Church Auto Parts Co.
Ripley—J. M. Collins Auto Parts Co.
Rutherford—Motor Parts & Bearing Co.
Selmer—Motor Parts Co.
Shelbyville—Automotive Parts Co.
Springfield—Automotive Parts Co.
Trenton—J. M. Collins Auto Parts Co.
Tullahoma—J. B. Cook Auto Machine Co.
Waverly—Motor Parts & Bearing Co.
Winchester—Cumberland Motor Parts Co.
Winchester Auto Supply Co.

(*As of July 15, 1959)

* As featured in Filko's award winning display at the 1959 International Automotive Service Industries Show.

the New



*Crown Jewel Case!**

First with Eye-Level Display Windows to show customers and prospects Actual Merchandise!

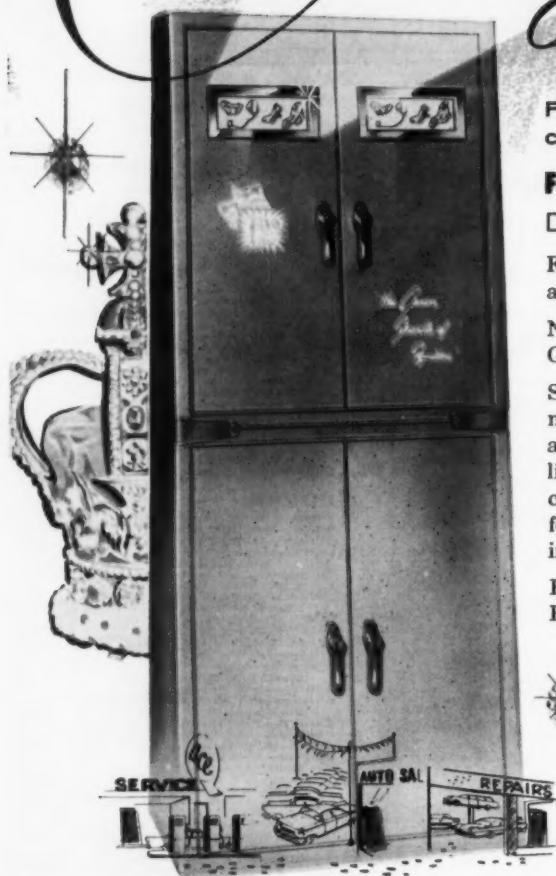
FILKO SHOWCASE MERCHANDISER No. 900 DISPLAYS—SELLS—STORES

Filko precision and quality capture point-of-sale attention . . . instill confidence . . . make the sale!

No need to hide your Ignition Service in the backroom! Get this Ignition Cabinet out where the customers can see it!

Showcase Windows are another first for Filko! And that's not all! In these Showcase Cabinets are specially selected assortments of Crown Jewel Ignition parts . . . headliners like . . . The first complete line of "unitized" nylon arm contact sets — not just a few popular numbers but for everything . . . all factory Pre-Set, to cut installation time . . . make more money for you.

For your No. 900 Merchandiser see your Filko Wholesaler today!



Filko *Crown Jewels of Ignition*
F. & B. MFG. CO., 4248 W. Chicago Ave., Chicago 51, Ill.
20 Public Warehouse facilities serving all leading trade areas.



DRAMATIC DISPLAYS
—framed in gleaming chrome, with gold "Scotchlite" backgrounds—tell your customers you're the source for quality ignition repairs.



TOP ONLY? RIGHT!
For smaller stations! Order top cabinet only, No. 902, for counter, wall or bench. Eye-catching windows sell anywhere!



BOTTOM ONLY? RIGHT!
No. 904 fits as perfect expansion component to your present No. 800 or 800-S complete with merchandise.



LOCK 'EM UP! RIGHT!
Heavy-duty "automotive" locks protect parts from pilferage—merchandise still on display!

Look! Balcrank has it



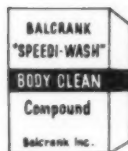
The All New Jet-Power "SPEEDI-WASH" Car Washer and Motor Cleaner

**NOW! PROFIT
IN CAR WASHING**



"SPEEDI-WASH" means profits—here are the facts!

- **PROFIT** — make real profits from car washing and motor cleaning.
- **FAST** — "Spray on — rinse off". A clean car in approximately 10 minutes.
- **EXCLUSIVE SPECIAL FORMULA** soluble cleaning compound — penetrates and cleans in seconds. Applied with high pressure, through trigger operated spray nozzle — knocks dirt off instantly.
- **SIMPLE** — one man operation — anyone can use it.
- **ATTRACTS NEW CUSTOMERS** — helps sell gas, oil and TBA items.
- **JET POWER** — High Pressure 3.65 to 1 ratio consistent flow Air Operated Pump.
- **NON-CORROSIVE** — brass pumping mechanism.
- **COMPACT CONSTRUCTION** — fits 15, 17 or 55 gallon drums.



FREE 5 lbs. of Model BC-5 "Speedi-Wash Body Clean" compound. Each and every Balcrank Jet-Power "Speedi-Wash" pump includes a FREE 5 lb. package of "Speedi-Wash Body Clean" cleaning compound.

For Economical Car, Truck and Bus Washing ... and thorough Motor Cleaning

MODEL 365—complete—consists of:

- **JET POWER** — Brass Pump, 3.65 to 1 ratio.
- **#39407** — Air Control Valve, #359 Oiler Assembly & #40925 Quick Air Coupler.
- **#43872** — Heavy Duty Drum Clamp.
- **#61388** — Hose Hanger.
- **#44190-P-40** — 40 foot of 1/2" I.D. Hose.
- **#44184** — High Pressure Trigger Operated Spray Nozzle with Swivel — adjustable to straight spray for motor cleaning or Fan Spray for body washing.

MODEL 365
(Drum not included)



Available Accessories

(Must be ordered extra if desired)

- Model 19708-25** — Connecting Air Hose.
- Model 25432** — Air Regulator and Gauge.
- Model 38600** — Drum Cover for open end 55 gallon Drum.
- Model BC-5** — 5 lb. package of "Speedi-Wash Body Clean".
- Model BC-25** — 25 lb. pail of "Speedi-Wash Body Clean" compound.
- Model MC-5** — 5 lb. package of "Speedi-Wash Motor Clean" compound.
- Model MC-25** — 25 lb. pail of "Speedi-Wash Motor Clean" compound.

WRITE OR WIRE: Dept. SW

Balcrank Inc. • 10 Disney Street • Cincinnati 9, Ohio

ONLY BALCRANK HAS THE

Jet Power **PUMP**



Art Frost's new branch in Culver City, adjoining famed M-G-M Studios, features a "jewel box" showroom for one car and a cabana-type carport display area for 30-40 more.

Here's how Los Angeles De Soto dealer Art Frost keeps pace with the nation's fastest-growing area—

"We've opened a third branch for the growing De Soto market"

"De Soto sales are increasing with Los Angeles' mushrooming growth," says De Soto dealer M. A. (Art) Frost. "In addition to our Glendale and La Brea branches, we've opened a third new branch in Culver City for the growing De Soto market."

De Soto Appeals to Younger People

"But population growth is just one factor explaining higher De Soto volume," he feels. "The basic reason is that L.A.'s a young-minded town. De Soto has the styling and performance young people want."

Wide Price Range Helps Sign 'Em Up

"Even more important, De Soto's a *quality* car

younger people can afford. It's the best car on the market in its price class, and its wide price range lets us get about any new-car prospect's name on the dotted line. And De Soto quality keeps them sold, so repeat business is a big factor with us.

"De Soto's a young-minded car—and so are the people and policies behind it. I think De Soto's new advertising is the freshest in the business."

More Expansion With De Soto

"We've expanded greatly since we took on our De Soto franchise 25 years ago," Mr. Frost concludes, "but I'd say there's even more expansion ahead."

IT PAYS TO BE A

DE SOTO DEALER!

Another Victor First!

NEW SERVICE FOR YOU!



Victor Oil Seals now packaged ONE to the carton

From now on, you will receive Victor Oil Seals packaged in individual cartons.

You gain real and practical advantages by this Victor innovation. It was developed entirely to give you better service, and here's what it does for you—

- protects each seal until used—no open cartons that permit the entry of dust and rust
- eliminates the need for breaking a two-seal package for just one seal

- prevents the chance of mixing look-alike seals which come from different cartons
- avoids having unwrapped and unidentified seals on hand; makes inventory-taking fast and easy

Your Victor Jobber now has many numbers in one-to-a-carton and is converting all stock as fast as possible. Keep asking for this new, convenient Victor oil seal package. Victor Mfg. & Gasket Co., P.O. Box 1333, Chicago 90, Ill. Canadian Plant: St. Thomas, Ont.



VICTOR

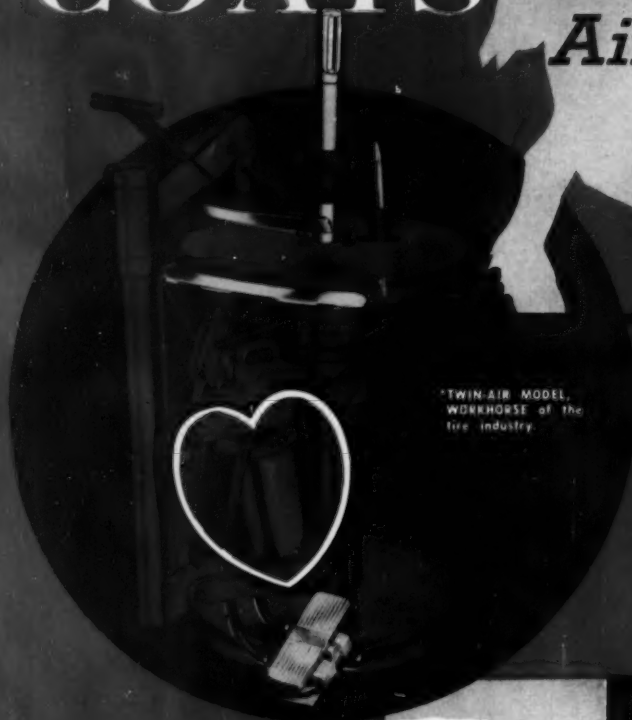
Sealing Products Exclusively

OIL SEALS • GASKETS • PACKINGS

The 100% Coverage Line—for Cars, Trucks, Tractors, Stationary Engines

Heart of a Work Horse*

COATS Tireman Air Cylinder



TWIN-AIR MODEL,
WORKHORSE of the
tire industry.



Air-powered tire changers are only as good as their most vital component — the cylinder that supplies the power.

Coats' air cylinder is a real powerhouse. It's engineered and built to exacting specifications. A chromed interior, honed to a 7-micro-inch finish, makes it the best that money can buy.

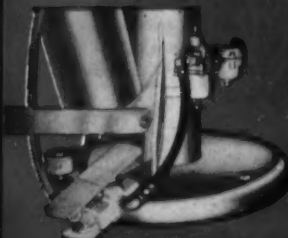
HOW IT WORKS FOR YOU

- (1) Instant foot pedal is depressed, lower bead-loosener shoe goes to work. Quick, safe bead release is affected without effort.
- (2) Without releasing pedal, simply position top bead loosener shoe.
- (3) Then let double-action cylinder complete its job. Top bead will be loosened in just a blink of an eye.



If you could slice the 5-inch Coats Air Cylinder in half and compare it with others on the market, you would easily see why it outperforms and out-lasts competitive units. That's why Coats gives you the best guarantee in the industry.

The Twin-Air Tireman loosens **both** beads entirely by **air power**. Super leverage cam-action, combined with the terrific power of compressed air, gives you the fastest, easiest bead loosening ever devised. Simply depress the valve pedal and let air power do the rest. Wide steel shoes go into action instantly, distributing force over a large area to loosen all tires, even on the toughest 14-inch safety-rim wheels. All tire sizes, from 12 inches up, conventional or tubeless, are handled with ease.



AIR FILTER—LUBRICATOR KIT AND MUFFLER

Equip your Twin-Air Tireman with air filter and lubricator kit. Greatly reduces cylinder and piston wear. Muffler assures quiet operation.

THREE-STAR TIREMAN

The finest manual tire changer! Super cam action — 50% more leverage, 30% more lift for the new 14-inch rims. Cannot damage delicate sealing ribs. Handles all tires, 12 inches up, conventional or tubeless . . . And, it's equipped with the sensational spin-down hold-down.

COATS MODELS FROM \$129.50 UP

Write for free literature — Dept. 901.



JACK P. HENNESSY
COMPANY INCORPORATED

Manufactured by COATS COMPANY, Fort Dodge, Iowa

Home Office: 12 Depot Square, Englewood, New Jersey
Mid-West Office: 56 W. Maple Street, Chicago 10, Illinois
West Coast Office: 3453 Cahuenga Blvd., Los Angeles 28, Calif.

AC SELLING SLANT OF THE MONTH!

MONEY-MAKING FACTS FOR DEALERS

AC Announces New, Specially Designed Spark Plugs for Peak Power Mower Performance!

Now, there is a line of quality spark plugs specially designed for power lawn mowers and other powered garden equipment . . . spark plugs that are sure to attract attention, sure to increase your spark plug sales!

With the bright plated universal terminal, the new spin-on gasket for easy installation, and the unique, easy-to-identify Green shell, these new AC Spark Plugs provide the best possible performance and reliability for all powered garden equipment.

When you stock this new line of AC Quality Spark Plugs, you stock only three types to cover 85% of the market! Small inventory — wide market!

Your customers will be on the look-out for Dealers who are stocking AC's new line of spark plugs. Make sure you have a supply . . . AC Quality Spark Plugs with the Green colored shell!

For marketing information concerning this new line of AC Spark Plugs, Dealers are invited to call their local AC Representative or write Dept. A., AC Spark Plug Division, Flint, Michigan.



AC Spark Plug  The Electronics Division of General Motors



SELLING SLANTS

MONEY-MAKING FACTS

Offer the New **AC** In-Line Fuel Filter

traps 5 times more

filters 10 times longer

costs about $\frac{1}{2}$ less



Forget all you've heard about expensive gasoline filters. The new AC In-Line Disposable Gasoline Filter is a profitable, fast-moving sales item for about $\frac{1}{2}$ the cost of competitive filters.

The new AC In-Line Gasoline Filter protects against carburetor wear, flooding and stalling 8 to 10 times longer than conventional filters, 25 to 30 times longer than ceramic types. Its extra-large 75-sq.-in. surface, with the unit's extra-fine resin impregnated filter paper, traps contaminants as small as 10 microns — in contrast to the 50 microns rating of other designs. And, the extra-large filtering area

eliminates a costly built-in by-pass, reducing unit cost to nearly half that of other types.

The AC Disposable Gasoline Filter installs in the fuel line between pump and carburetor and may be mounted horizontally or vertically without brackets. It operates on any gasoline engine . . . with a flow rate far in excess of competitive types and more than adequate for any modern car. The unit weighs only $2\frac{1}{2}$ ounces and measures only 2" by 3".

Contact your AC supplier. Ask for information concerning the new AC In-Line Disposable Gasoline Filter. Its special low price . . . **ONLY \$1.80** — complete with fittings.

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

OF THE MONTH !

FOR DEALERS

NOW— PLATINUM PERFORMANCE FOR AUTO OWNERS! NEW AC PLATINUM ELECTRODE SPARK PLUGS!



AC Platinum Electrode Spark Plugs are packaged in this dramatic new premium quality carton



The same quality and performance that goes into high performance AC Aircraft Spark Plugs is now available in the new AC Platinum Electrode Spark Plugs for automotive applications.

Specially designed for extreme power applications — cars, trucks, marine engines, and commercial engines — AC Platinum Electrode Spark Plugs deliver longer service over a wider heat range than is possible with conventional plugs of equivalent size. They offer greater reliability and require less servicing than ordinary spark plugs.

Other outstanding features of these premium quality AC

Spark Plugs include — new universal terminal — new centrifugally cast silver core — new spin-on gasket — new, longer insulator tip — and, of course, new *Platinum* electrodes!

AC Platinum Electrode Spark Plugs present an entirely new and different approach to the problem of providing longer spark plug life and greater resistance to fouling. Ask your AC Supplier for complete information.

Only Two AC Platinum Electrode Spark Plug Types (440P) and (M425P) Cover 73% of All Cars — 53% of Commercial Applications — 92% of Marine Applications!

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS





SELLING SLANTS

MONEY-MAKING FACTS

ACon-O-Mizer

...a new type Fuel Pressure Regulator for Automotive Engines



Improved performance with improved economy . . . that's what your customers are interested in these days . . . and that's just what the AC ACon-O-Mizer offers!

What the ACon-O-Mizer Is . . .

It's a fuel pressure regulator which can be installed between the fuel pump and the carburetor and is actuated by vacuum from the manifold.

What the ACon-O-Mizer Does . . .

It permits maximum acceleration and high speed operation with reduced fuel waste, and at the same time reduces flooding and stalling. Under normal driving conditions, the unit regulates fuel pressure at a constant one and one-half pounds per square inch. When greater engine power is required, the unit permits full pump pressure to the carburetor. This allows correct fuel pressure regulation at normal speeds and also at maximum acceleration.

What is the ACon-O-Mizer Market . . .

All car and truck owners who are interested in improved performance and gasoline economy are prospects for the ACon-O-Mizer. Carrying a low list of only \$9.90, the ACon-O-Mizer quickly pays for itself!

- * Provides greater fuel economy through uniform regulation of fuel flow.
- * Helps prevent stalling, flooding and fuel waste.
- * Provides full performance under acceleration and constant speed operation.
- * Only one type, GF-57, covers the passenger car * and truck market.

Dealer Profit Schedule

	1-11	12 or more
YOUR COST	6.44	5.45
YOUR SELLING PRICE*	9.90	9.90
YOUR PROFIT	3.46	4.45

*Plus installation

Call Your Regular  Supplier

OF THE MONTH !

FOR DEALERS

Test for Cap Sales with the

NEW AC PRESSURE CAP AND RADIATOR TESTER



The new AC Tester is different. And, its simple operation makes this about the easiest-to-use pressure tester you've ever seen!

The new design of the AC Tester provides an expansion device for sealing inside the radiator filler neck instead of on the shoulder. And, the pump action of this tester is far easier—and quicker—to operate than a bulb-type.

You can use the new AC Tester to check radiator pressure caps and cooling systems on all types of passenger cars, and most trucks. To do this big job, you use only one adapter . . . the universal adapter already attached to the AC Tester. The small number of trucks having a 2 1/8" filler neck can be tested by ordering the following adapters—Radiator RP 32, or Pressure Cap RP 22.

An easy-to-read pressure gauge tells you in seconds

if a cap is good or bad or whether there is a leak in the cooling system. The bezel adjustment on the gauge allows you to test from 1 to 30 pounds pressure. The new AC Radiator Cap and Cooling System Tester is made of durable steel, and it has a heavy coating of bright, rust-resistant chrome. Get the new AC Tester today!

Get \$5.00 Credit with Trade-In!

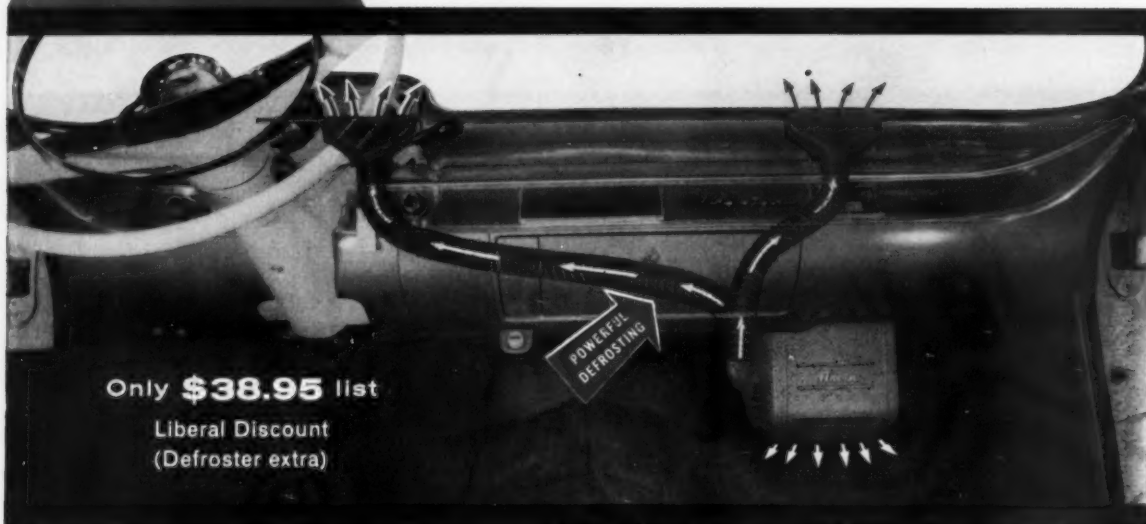
That's right! You can trade in your old cap tester and receive the new AC Tester for only \$13.45. Without a trade-in you can get the AC Tester at the special low price of \$18.45.

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

a world of  warmth

Arvin

halves your heater costs!



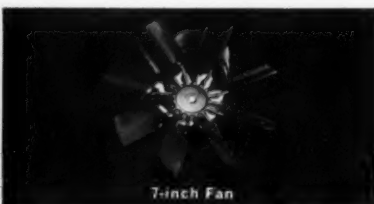
**ARVIN SERIES "20" UNIVERSAL RECIRCULATING
HOT WATER CAR HEATERS SAVE UP TO \$40 OVER CAR-FACTORY MODELS!**

Space-saving, money saving . . . and profit winning! That's what you can expect—and get—from an Arvin car heater. No other heater comes even close to Arvin in down-to-earth value. Arvin gives you a big *selling* edge—and a big *profit* edge on all car installations!

Out-performs heaters costing far more—The big "heart" of this heater is a honeycomb core, with 2800 inches of radiating surface. Big 8-blade, 7-inch fan circulates *all* the air in average sedan every two minutes. Easily installed.



6 or 12-volt Models



7-inch Fan



Copper honey-comb core

CARS—1959 Ford, Chevrolet, Plymouth, Dodge, DeSoto, Studebaker

TRUCKS—1959 Chevrolet, Dodge, Ford trucks and most prior models

SEE YOUR ARVIN DISTRIBUTOR

ARVIN INDUSTRIES, INC. • COLUMBUS, INDIANA

Arvin also manufactures Radios and Phonographs, Portable Electric Heaters, Electric Home Heating, Ironing Tables, Leisure Furniture, Barbecue Grills, and Car Mufflers

First in Car Heaters since 1921



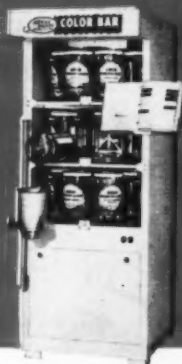
**Meet The Latest Addition
To The Arco Line of
Color Bars and Machines**

From Arco, originators of the Color Bar and color machines, comes the brand new Color Bar No. 70 particularly suited to the smaller jobber or paint shop operation. Only 34 inches long and 15 inches deep this compact unit is sturdily built — absolutely silent in operation. It holds five gallons or five quarts of lacquer or enamel. Each can is electrically agitated by a separate mechanical connection. There's no belt to slip or get out of kilter. And best news of all is the low, low price! Now, you too can custom-mix paint for spot repair or complete refinishing quickly and easily... duplicate exactly the color on any car, any model, any year — with practically no investment for equipment.

**THE NEW
LOW COST COLOR BAR
NO. 70**



THERE'S AN ARCO COLOR BAR OR MACHINE AT A PRICE TO FIT ANY SHOP OR JOBBER REQUIREMENT



E-3 COLOR BAR—Designed to give the finest and most accurate color mixing. Holds 3 tiers of cans — any combination of gallons and quarts.

E-300 COLOR MACHINE—Compact all-in-one color mixing machine. Includes all mixing colors necessary for accurate matching. Holds 26 quarts of base colors.

THE ARCO COMPANY
7301 Bessemer Avenue
Cleveland 27, Ohio

Gentlemen:
Please send further information
on your complete line of color
bars and machines.



NAME _____

COMPANY _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

A Division of **AMERICAN-MARIETTA COMPANY**



Better products, faster, from your
Bower-BCA bearing jobber:



PACKAGE INCLUDES:

- Attractive steel cabinet
- BCA Ball Bearings
- Accurate torque wrench
- Bower Roller Bearings



BCA Ball Bearing



Exclusive, patented
chrome-plated torque
wrench included
with stock



Bower Tapered
Roller Bearing

NEW BOWER-BCA CABINET MAKES YOU A WHEEL BEARING SERVICE SPECIALIST!

Ball and roller bearings, chrome-plated torque wrench, application and installation data—everything you need now comes in this one 4-color, compact, profit-making package

Wheel bearing replacement is good business—there's a potential sale every time you pull a wheel! So go after *your* fair share the easy way, with a new Bower-BCA Wheel Bearing Service Cabinet.

Here's everything you need to service most popular cars; finest quality, precision BCA Ball Bearings and Bower Roller Bearings;

accurate, chrome-plated torque wrench; application, price and installation data—all in an attractive, enameled steel cabinet. Stock turns over fast; brings in top return on your investment.

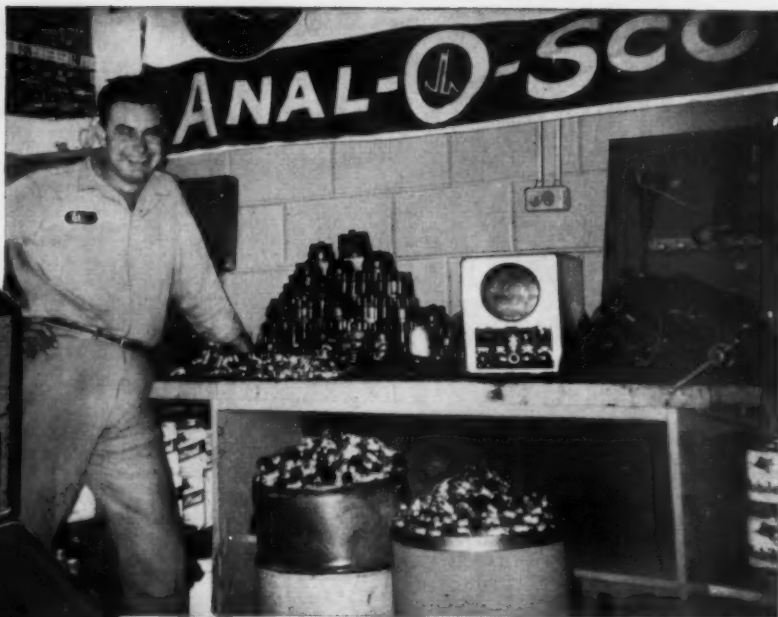
Get all the facts on this compact new profit package. Call your nearby Bower or BCA bearing jobber...order *your* cabinet today.

FEDERAL-MOGUL SERVICE



Division of Federal-Mogul-Bower Bearings, Inc. • Detroit 13, Michigan

No trick to guess what H. E. Ragsdale, owner of El's Auto Service in Milwaukee, is smiling about in the picture at right. Look at the piles of parts he replaced with the aid of his Snap-on Anal-O-Scope. Total parts sales for three months amounted to \$1,157.25.



90 DAYS - \$1,157.25 IN PARTS ALONE WITH NEW **Snap-on** ANAL-O-SCOPE

Snap-on Tools Corporation
3450 North 84th Street
Milwaukee, Wisconsin

Gentlemen:

Three months ago we purchased a Snap-on Anal-O-Scope.

We are not writing you to make a complaint, but rather to tell you that we think it was the smartest equipment purchase that we have ever made.

Our shop has already taken a lot of pride in turning out quality work. We sincerely believe that the scope is adding to that quality with every ignition job performed, and is making new and more satisfied customers for us.

We are happy with the added quality in our work, but more happy with the added profits the Anal-O-Scope is bringing in to us now. Our ignition parts sales for the three months we have had the scope totaled \$1,157.25 plus labor on 56 tune-up jobs.

We definitely feel that better than 90 percent of these sales were direct results of Anal-O-Scope ignition analyses made. It's wonderful to be able to show the customer that "before" and "after" picture, and to have the confidence that he is leaving our shop satisfied and happy with the work done.

We would like to take this opportunity to thank you for your field help in training our mechanics in the use of this customer-satisfying and profit-making piece of equipment.

Sincerely,

EL'S AUTO SERVICE

H. E. Ragsdale

H. E. Ragsdale

Read this letter from
EL'S AUTO SERVICE

a great tester plus a real "Pull 'em In" Merchandising Program

Snap-on has engineered the only scope with the patented, exclusive ignition reserve test that simulates road-loading conditions in the shop. Snap-on helps you sell scope jobs with a proved merchandising program, too. You get a banner, car sticker, ads for local newspaper, check sheets, sample hand-out sheets for house-to-house distribution or mailing to your customers. Go modern, go profit, go Anal-O-Scope. Set a date — your Snap-on man will demonstrate. Call him now.

MT-615 Anal-O-Scope
available on easy payments

SNAP-ON TOOLS
CORPORATION
8052-H 28th Avenue • Kenosha, Wisconsin

Laher

SHOCK^R BOOSTER

A NEW Laher Money Maker

- easiest to install—alone in its class
- the only shock spring engineered with heavy castings instead of sheet metal stampings—permitting adjustments for heavy load capacity.
- ends dangerous "car bottoming"
- up to 800 pounds extra carrying capacity
- boosts old, sagging springs
- stops "rear end sway"
- keeps lights on road
- ONE MODEL fits 90% of all cars, light trucks and trailers

TYPE	PRICE
A	\$15.95
B	14.50
C	12.95



colorful display carton for easier selling and merchandising

LAHER SHOCK BOOSTER SPRINGS ARE ENGINEERED AND MANUFACTURED FROM THE FINEST SPRING STEEL AND MALLEABLE CASTINGS. THEY ARE NOT MADE FROM LIGHT MUFFLER HARDWARE WHICH COULD SPREAD AND SLIP DANGEROUSLY. LAHER SHOCK BOOSTER SPRINGS HOLD SECURELY, GRIP TIGHT AND WON'T LET YOU DOWN! SATISFACTION GUARANTEED—OR YOUR MONEY BACK!

LAHER ADJUSTABLE SPRINGS



Fits all cars and light trucks with rear spring under axle. Gives up to 1500 lbs. added capacity. Can be transferred from one type car to another. Easy to install.

LAHER SHOCKER BOOSTER SPRINGS



Proven, better shock spring for heavier cars and trucks. Holds up to 2000 lbs. extra capacity. Can be transferred from one type car to another. Easy to install.

LAHER HOOK-LOCK OVERLOAD SPRINGS



World's quickest attachable and detachable spring—attach in minutes—no special tools required. Foolproof engineering adds up to 1000 lbs. extra capacity. Perfect for pulling trailers, etc.



LAHER SPRING & TIRE CORP.

OAKLAND: 26TH & MAGNOLIA STREETS, HI 4-1350 • MEMPHIS: 300 MADISON AVENUE, JA 3-1344

FORT WORTH 910 Florence St. ED 6-0182	LOS ANGELES 807 East 8th St. MA 7-3535	SEATTLE 714 E. Pike St. EA 2-0386	PITTSBURGH 1208 Powers Run Road OA. 2070	SPOKANE 1319 W. Second Ave. RI 7-3105
PORTLAND N.W. 15th & Davis CA 7-1406	SACRAMENTO 1217 - 16th St. GI 2-6851	SALT LAKE CITY 541 South State St. EM 3-5871	SAN FRANCISCO 98 - 12th St. KL 2-2106	ST. LOUIS 3041 Olive St. JE 1-2727

Laher

SNUBBER BOOSTER

Snubs Shocks like Shock Absorber

- fastest selling helper spring in America
- adjustable — raises car as high as you want — or either side
- takes over where worn out shocks or sagging springs cause rough riding
- economical, fast substitute for new springs
- increases carrying capacity up to 700 pounds
- just 3 sizes to stock — fits most models and makes of cars, light trucks and trailers
- install in just ten minutes

\$16⁹⁰
ALL LATE
CHRYSLER LINES

\$14⁹⁰
ALL OTHER
LATE MODELS

\$12⁹⁰
OLD CARS

Install the Famous Laher Snubber Booster Spring, best selling and easiest to install helper spring in America! Adjusts to any load condition, raises car, either side or both to normal height and level. Another great product by one of world's largest spring manufacturers.

CASH IN BY ORDERING NOW

LAHER ADJUSTABLE SPRINGS



Fits all cars and light trucks with rear spring under axle. Gives up to 1500 lbs. added capacity. Can be transferred from one type car to another. Easy to install.

LAHER LOCK-LOCK OVERLOAD SPRINGS



World's simplest adjustable and lockable spring — attach to existing — or special — shock absorbers. Features engineering adds up to 1000 lbs. extra capacity. Available in 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000 lbs. capacities.

LAHER SHOCK BOOSTER SPRINGS



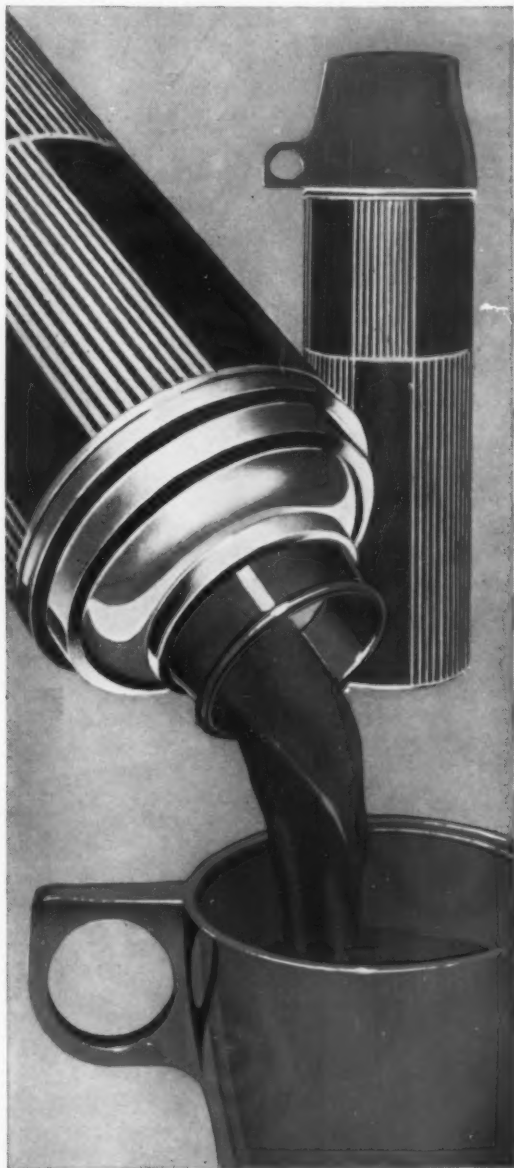
Newest, easiest to install shock spring in America! Gives "dream ride" even when overloaded. Made from finest spring steel and malleable castings. Adjustable and will not slip.



LAHER SPRING & TIRE CORP.

OAKLAND: 26TH & MAGNOLIA STREETS, HI 4-1350	MEMPHIS: 300 MADISON AVENUE, JA 3-1344
FORT WORTH 910 Florence St. ED 6-0182	LOS ANGELES 807 East 8th St. MA 7-3535
PORTLAND N.W. 15th & Davis CA 7-1406	SACRAMENTO 1217 - 18th St. GI 2-6851
SEATTLE 714 E. Pike St. EA 2-0366	SALT LAKE CITY 541 South State St. EM 3-5871
PITTSBURGH 1208 Powers Run Road GA. 2070	SAN FRANCISCO 88 - 12th St. KL 2-2106
SPOKANE 1319 W. Second Ave. RI 7-3105	ST. LOUIS 3041 Olive St. JE 1-2727

FRAM OFFERS YOU



1. *This top quality full quart* **VACUUM BOTTLE** *by* **THERMOS®**

at no extra cost!

- **Big Value** ● **Nationally Advertised**
- **Triple Guaranteed**

Use this family size, full quart bottle for work, sports, picnics, vacations, etc. It keeps things hot or cold and has these exclusive features:

- **NEW NON-DRIP POURING LIP**
- **NEW EASY-OPEN, LEAK-FREE STOPPER**
- **NEW CUP HANDLE TOP**

FRAM D-9 OFFER! With your purchase of any 24 Fram Cartridges, you get one D-9 for \$2.40. D-9 contains one Vacuum Bottle by Thermos and one free Fram CH-6PL Cartridge in one carton. When you sell the free CH-6PL Cartridge at regular list, you recover the entire cost of the D-9!

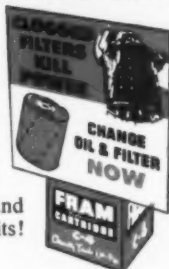
2. *This hard-hitting* *second-half bonus kit!*

Fram now offers you a Big "Bonus" Dealer Kit that ties you in directly with Fram national advertising! It helps you sell not only filters—but oil changes, lube jobs and other high profit items!

Display all the material provided in Fram's Dealer Kit —to make high profit combination sales.

HERE'S WHAT YOU GET:

You get this dramatic oil filter cartridge display! A Fram Oil Filter sale is a key sale that helps you sell oil changes! Display this sign and make multiple profits!



You get these eye catching air filter "salesmen"! This streamer and display create demand for today's fastest growing accessory item! Use them to make quick sales! Get full details from your supplier.

SAVE 3¢ A GALLON
WITH A NEW FRAM AIR FILTER



FRAM CORPORATION, Providence 16, R. I.

**NOW! Three 12-volt
Auto-Lite sta-ful Batteries
with Power Bond!**

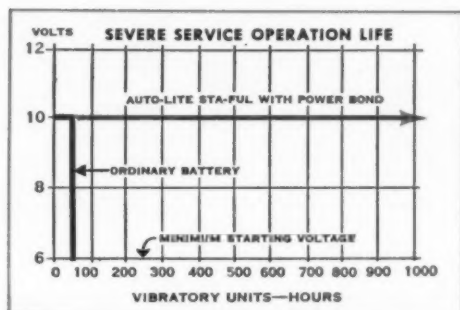
Priced to give up to 5



Auto-Lite sta-ful Batteries... need

Auto-Lite sta-ful with Power Bond eliminates mechanical failure even in the most severe service. Nationally advertised, Power Bond, the battery that gives you the greatest unit profit in the industry . . . lets you trade high

with liberal trade-ins. It's your chance to make up to 5 times more profit than you make on an ordinary battery sale. Available to fit most 12-volt applications. See your Auto-Lite Battery Wholesaler today for full information.



THIS GRAPH SHOWS CLEARLY the difference between Auto-Lite sta-ful with Power Bond and ordinary batteries in the severe service test. No ordinary battery could produce the minimum starting power for more than 55 hours. Power Bond construction and power were actually unaffected by the test—battery still delivered full starting power after 1000 hours of testing.



ORDINARY BATTERY

ORDINARY BATTERY of standard construction has failed after only 55 hours on the test machine! Plates have lost vital power-producing material. Acid has leaked through sealing compound and loosened top seal of case, corroding terminals and hold-downs.



POWER BOND

AUTO-LITE STA-FUL WITH POWER BOND shows no damage at all after 1000 hours of testing! Battery is still intact and delivering full power. Power Bond seal, shown in red, welds plates and battery case into rigid, shakeproof unit to prevent mechanical failure.

times more profit!



water only 3 times a year in normal car use

NOW! To introduce a great new line of Simoniz under the hood products... Simoniz offers you...

1 CASE FREE WITH 3!

(Dealer makes 55% to 62½% profit!)



Exceeds S.A.E. specifications 70-R1 and 70-R3.

TO CELEBRATE THIS GREAT EVENT, WE'RE HAVING A

SIMONIZ "DEALER'S

5 MG's



World's most popular sports car! Imagine yourself behind the wheel of this beauty—the 1960 MG.

OR

5 JEEPS



Your rugged old friend—the Jeep! Goes anywhere, hauls anything—for work, for play. Model CJ5.

OR

5 BOATS



"American" deluxe 16 ft. speed-boat! With Mercury 40 HP motor, deluxe trailer, and spotlight.

YOU CAN WIN....an MG or a JEEP or a BOAT or

SIMONIZ GIVEAWAY RULES

1. Only owners and employees of service stations, auto supply stores, garages and car dealers in U. S. and Canada may enter this Simoniz Giveaway.
2. This Simoniz Giveaway is subject to federal, state, and local laws. Void in states where prohibited, including Florida, Nebraska, and New Jersey.
3. Winners will be selected by a blindfold drawing under the

direction of the Reuben H. Donnelley Corporation. Judges' decision is final.

4. Nothing to buy. Nothing to write. Nothing to do but print your name and address. All entries must be submitted on an official entry blank. Enter as often as you like. Get extra blanks from your jobber.

5. All entries must be postmarked no later than midnight, October 31, 1959.



Safely cleans cooling system.



Repairs leaks in all pressurized systems.



Prevents radiator rust.



Prevents fuel line freeze-up.



Removes wiper smear quickly.

SOLD FOR YOU ON
"MONITOR"

the great week end radio show on NBC!



CHOICE" GIVEAWAY!

OR

\$10,000



You know what this is! Your only problem may be to spend \$2,000! Enter the Simoniz Giveaway.

NOTHING TO BUY!

NOTHING TO WRITE!

NOTHING TO DO

BUT PRINT YOUR NAME!

FOR DEALERS ONLY

CONSUMERS NOT ELIGIBLE

\$2,000 CASH

ENTER AS OFTEN AS YOU LIKE!

Get extra blanks from your jobber.

CLOSES OCTOBER 31, 1959

MAIL YOUR ENTRY NOW

OFFICIAL ENTRY BLANK

SIMONIZ "DEALER'S CHOICE" GIVEAWAY!

NAME _____

STATION OR STORE NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MAIL ENTRY TO: Simoniz Giveaway, P. O. Box 8123, Chicago 80, Ill.



Cure Engine "Heart Failure" with the New Carter In-The-Line Gas Filter!

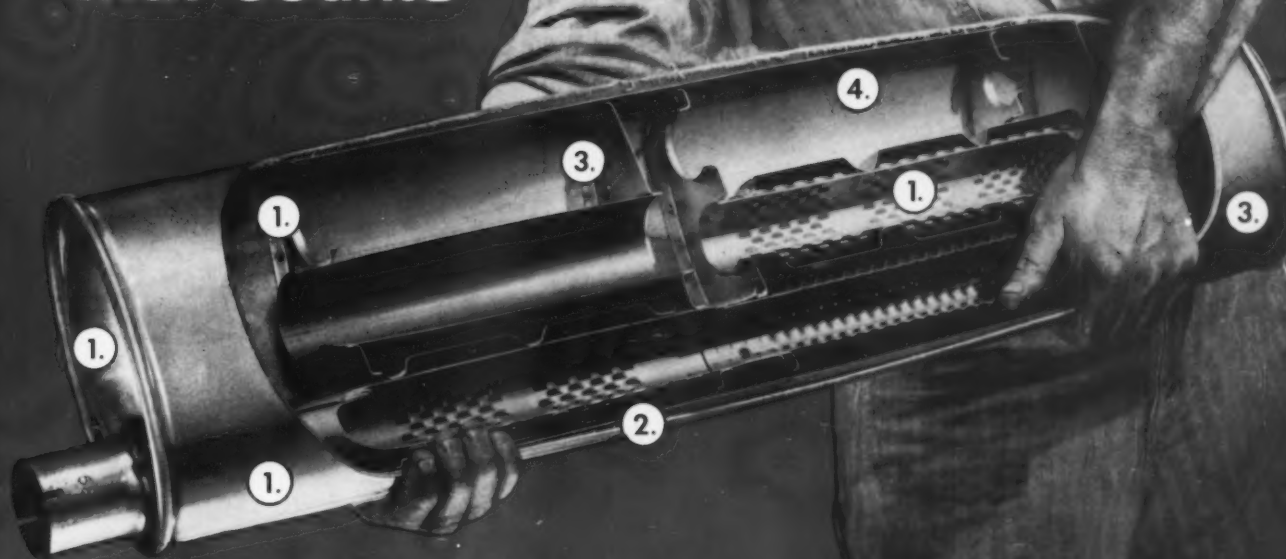
Prevents stalling and flooding by keeping Carburetor Clean.



AS ADVERTISED IN LIFE AND POST
Stock up now... see your Carter Supplier for Free Sales Aids!

CARTER CARBURETOR
DIVISION OF **ACF INDUSTRIES, INCORPORATED** • ST. LOUIS 7, MISSOURI

**It's what's
inside
that counts**



- | | |
|---|-----------------------------------|
| 1. premium-coated shells,
heads, partitions, tubes | 3. internal, external
drainage |
| 2. asbestos-lined shells | 4. "open flo" design |

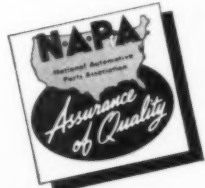
...and why Soundmaster gives up to 300% longer muffler life

Your customers are demanding better service from mufflers. That's where you have an important advantage selling Soundmaster—the muffler that lasts up to *3 times longer*. This is possible because advanced Soundmaster engineering uses—not one—but *four* major methods of reducing corrosion!

1. Special Premium Coated Materials used wherever needed inside and out give corrosion protection 200% to 400% greater than plain steel.
2. Asbestosized Shells—a special three-layer combination of premium zinc-coated steel, asbestos and cover—give more even heat distribution, make Soundmaster Mufflers last longer.
3. Complete Soundmaster Drainage removes corrosion-causing acid condensate *before* trouble starts.
4. Open Flo Design allows the hot gas flow to wipe all inner parts with a natural drying action . . . keeps the temperature of all chambers above the boiling point of acid condensate.

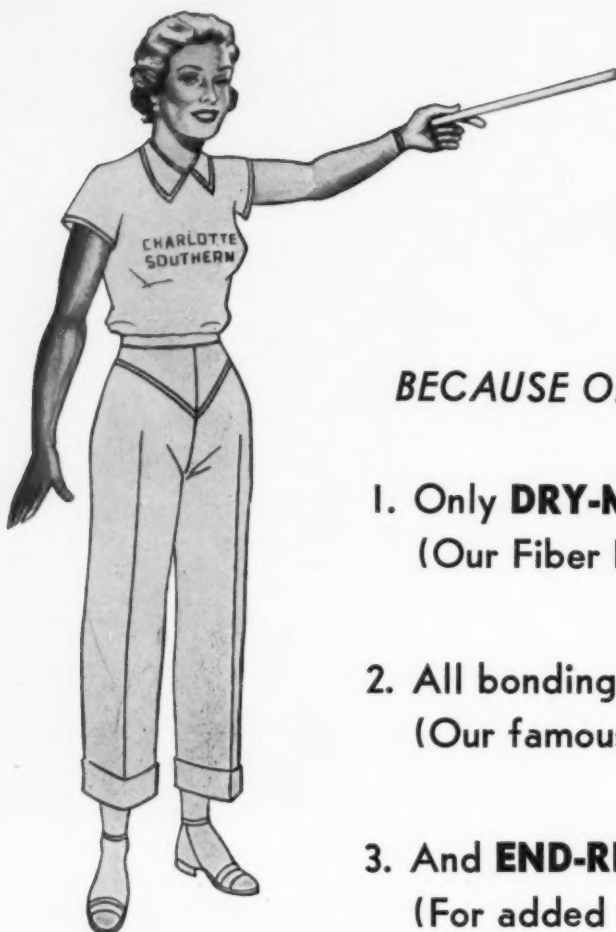
And, of course, Soundmaster advanced engineering continues to lead the industry in maximum sound control with minimum back pressure. In short, it's *powerful quiet* with a Soundmaster—for a long, long time.

Soundmaster



DE KOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN

You're **SAFER** with **SOUTHERN**



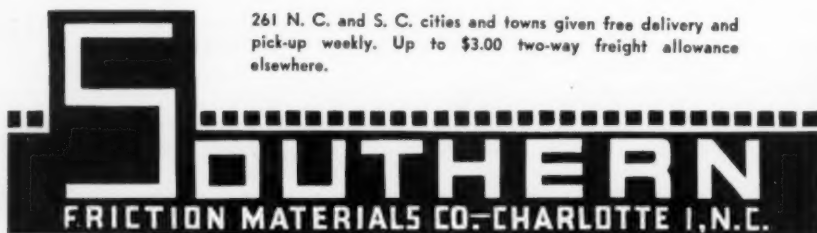
FACTORY REBUILT

TRUCK SHOES

BECAUSE OF THESE 3 PLUS VALUES

1. Only **DRY-MIX** linings employed
(Our Fiber Block and Chip Block)
2. All bonding by **DOUBLE=LOCK®**
(Our famous 2-Adhesive system)
3. And **END-RIVETS** in addition to bonding
(For added safety when overloading)

Why settle for less when the best is available for Trucks



261 N. C. and S. C. cities and towns given free delivery and pick-up weekly. Up to \$3.00 two-way freight allowance elsewhere.



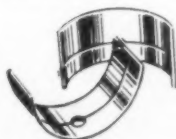
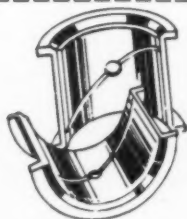


*"You can get
Johnson Bronze Bearings
in all the best places"*

Your customers will recognize and appreciate the extra quality which Johnson bearings give to an engine repair or rebuilding job. Use Johnson bearings for complete customer satisfaction. Available from your nearby Johnson distributor. Johnson Bronze, 565 S. Mill Street, New Castle, Pa.

"Used as original equipment for over 40 years"

**JOHNSON
Bearings**



Main Bearings • Cam Shaft Bearings • Transmission Bushings • Con-rod Bearings
Piston Pin Bushings • Starter, Generator, Distributor Bushings

WALKER

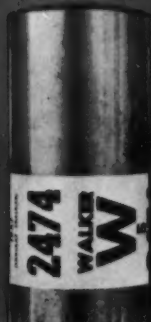
PRECISION TUNED

SILENCERS

**BEAT
INSIDE
RUST...**

INSIDE
...where it starts

Unretouched photo of
Walker pipe
rust proofed with
"Corrosite 810"
after severe 18 hour
salt spray test



◀ **..AND** ALL WALKER PIPES ARE PROTECTED AGAINST
NORMAL STORAGE RUST WITH EXCLUSIVE "CORROSITE 810"

up to 3 times longer muffler life!

Mufflers don't wear out . . . *they rust out from the inside*. Inside rust from corrosive acid condensate is the No. 1 cause of premature muffler failure. So Walker puts extra rust protection where it counts most—on the inside, where rust starts.

Under the most critical of all rust-out conditions . . . normal city driving with a dual exhaust system . . . Walker "Precision Tuned" Silencers provide more complete protection against *inside rust* than any other replacement mufflers.

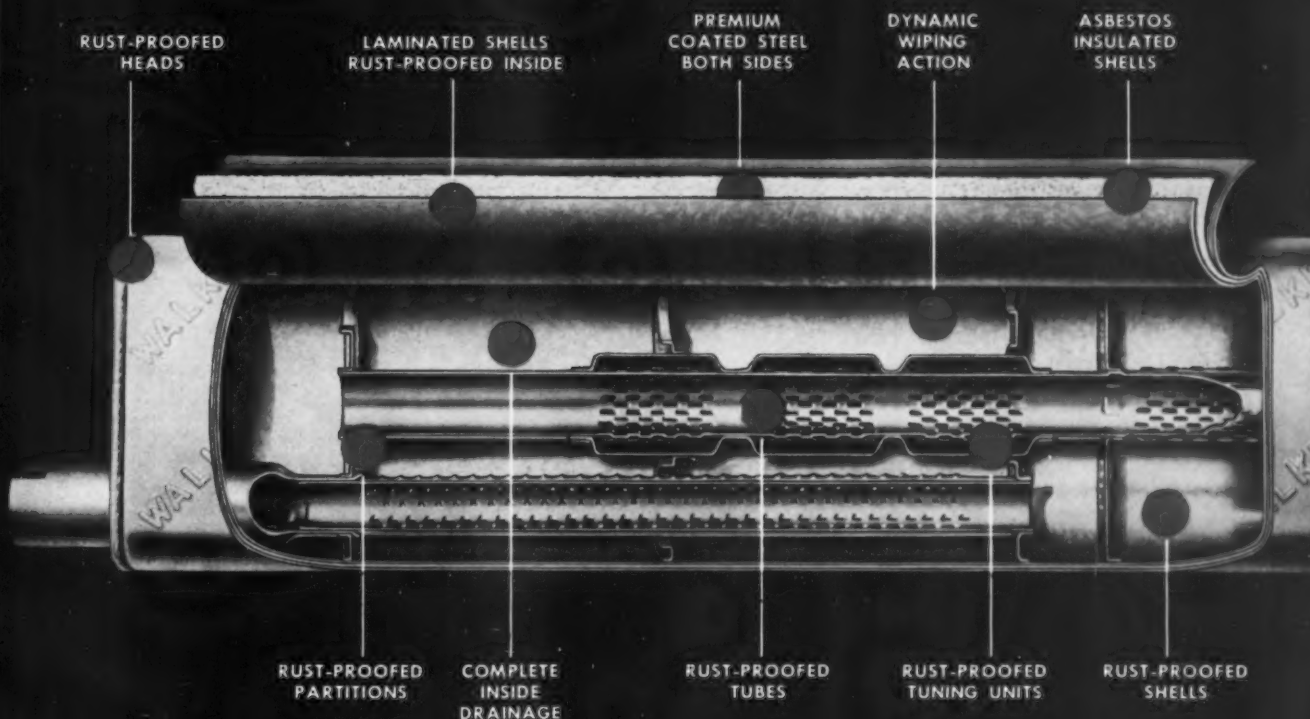
- **PREMIUM RUST RESISTANT STEEL**—inside on all shells, heads, partitions, and tubes as needed.
- **COMPLETE INSIDE DRAINAGE**—acoustically controlled — prevents collection of moisture and rust-producing acids.
- **ADVANCED VOLUME PASSAGE**—creates a "Dynamic Wiping Action" that picks up moisture . . . carries it through the exit tube.
- **ASBESTOS INSULATED SHELLS**—keep inside temperature above the evaporation point—removing a primary cause of inside rust.

DON'T BE FOOLED . . . by how heavy a muffler is . . . or what it looks like on the outside. Walker Silencers do have heavier shells (.051). But it's what's *inside that really counts*. Walker "Precision Tuned" Silencers . . . *rust proofed from the inside out* . . . have been proven by actual on-the-car tests to give up to 300% longer life. Change to Walker "Precision Tuned" Silencers and beat inside rust—where it starts.

WALKER MARKETING CORPORATION, Racine, Wisconsin.

A subsidiary of Walker Manufacturing Company of Wisconsin.

Rust protection on the inside where it counts!



**GET
NEW**

BT₃

**BALANCED TUNE-UP ...
THREE WAYS!**



**FASTER PROFITS! STEP-BY-STEP PROCEDURES! INCLUDES
CLEAN-OUT AND TUNE-UP!**

Here's a fast, new way to tune-up profits! It's BT₃... the new process that assures a balanced tune-up three ways. BT₃ includes step-by-step procedures and preliminary tests that cut time... boost profits... and mean new satisfied customers for you.

**ORDER ALL NECESSARY
PARTS FROM YOUR
UMS DISTRIBUTOR**

This modern, highly efficient method of tune-up means you buy only the parts you need—Rochester-GM Carburetor Carbon-X Chemicals, ignition points, condenser and Rochester-GM Carburetor Kleanout Kits. You end up with *more profit*... and a *qualified tune-up* your customers will rave about. See your United Motors Service distributor today!



**America's
number one
original equipment
carburetors**

ROCHESTER CARBURETORS

Home-Growing Mechanics

If this student makes the grade under this "automatic" expert, he'll later be sent to a transmission school.

Service Manager Skrobarcek watches a learner check a motor. Apprentices are constantly being scrutinized.

All but four of the 18 men in the service and parts department of this small-town Texas dealership were "home-grown." Turnover of labor and customer complaints have now been trimmed more than 50%.

Bob Klare Chevrolet Co., Refugio, Texas, has solved, to a large degree, the problem of finding and hiring competent mechanics for a small-town dealer service department, while cutting down labor turnover and service complaints.

"Obtaining reliable mechanics is a problem anywhere today," said Felix Skrobarcek, service manager, "and for the dealer in the small town situated some distance from a city, the problem is doubly serious.

"Because we grew tired of hiring men who claimed to be good mechanics, then having them perform unsatisfactory work which brought customer complaints, we decided to 'grow our own' men for the service department. The program has been highly satisfactory. I don't see how we could be operating the department satisfactorily today without the training plan."

There are 18 men in the service and parts department of this

By RUEL McDANIEL

Chevrolet-Oldsmobile dealership. All but four were trained in the department. Labor turnover has been cut by more than 50% and customer complaints have dropped by more than half.

"The program has helped, indirectly, to sell more cars and trucks," said Gray Waggoner, general sales manager, "by keeping customers better sold on their vehicles. The man who is pleased with the service his dealer furnishes is the man who comes back when he's ready for a new car."

The ideal candidate for the training program is a young man, without experience but mechanically inclined, who is finishing high school or has recently graduated, who can't go to college and is willing to learn a trade and is not afraid to dirty his hands. The youngster who has his own jalopy which he has worked over and continues to experiment with is an

ideal prospect, this dealer found.

Company men keep a lookout for just such prospects, and owner Bob Klare, Waggoner and Skrobarcek periodically contact high school superintendents with the idea of finding possible trainees through the recommendation of school officials.

The trainee starts to work at a flat salary of \$50 a week. From the day he starts, his attitude is watched closely. The way he looks at his job and his willingness to learn are determining factors that govern his future with the company.

"We much prefer to have a young man who hardly knows how to hold a wrench but is eager to learn, than one who has a smattering of mechanics but is more interested in the hours he works than what he is learning," Skrobarcek said.

The new man generally starts to work on the wash and grease racks. "We do that for three reasons," Skrobarcek explained. "In



Shop is in half-square, facing wide parking area. Left half is at left and right half shows above.

the first place, that is the place to start learning how to service a car. He can earn a part of his salary here, even from the very beginning, and, finally, it is the way to determine at the outset whether or not he can stand the grime and grind of learning his trade.

"When a trainee 'washes out,' it generally is during the first few weeks he works on the wash and grease rack. If he can't take it here, he doesn't have what it takes to make a good mechanic."

From the racks, the new man advances to springs, exhaust pipe work and brakes. Here he works as a helper under an expert. Then he advances to automatic transmissions, where he works under a specialist, and then goes on to motor overhaul, where again a specialist takes him under his tutelage.

It requires from three to six months for the new man to advance to motor overhaul. His attitude and his work in general have been watched closely during this period. By now the new man either is ready to advance or to be washed out. If he remains, he then goes to a mechanics' school, on funds advanced by the company but charged against the man's future account.

During the actual training period, the department maintains a record of the man's actual earnings. This record, compared with his weekly \$50 salary, determines his actual cost to the company and it is the determining factor when the man has advanced to a point where he may be considered for going onto the line as a full-fledged mechanic.

Skrobarcek estimated that the trainee earns about 50% of his cost in salary during the training period up to the time he goes to his first school. A typical trainee,

for example, produced \$17 during his first week (on the wash and grease racks) and \$58 the last week before he left for school.

Before a trainee goes off to a mechanics' school, he is required to sign an agreement that he will remain with the company a minimum of six months after his return. This agreement came about because when the company first initiated the program, it sent a trainee to school after he had worked only six weeks, and that was the last anyone at the company saw of him. Skrobarcek ultimately learned that when he finished school he went directly to Corpus Christi and went to work as a regular mechanic.

When the new man returns from school, he is subject to go on the line as a regular mechanic, but before he does, the service manager and the various specialists watch his work to determine whether or not he is ready to go on as a regular mechanic. If he is, he draws the regular 50% on his labor, and he begins paying back the cost of his trip to school, at a modest amount deducted each week from his earning.

When the new man attains the status of a regular mechanic, his training is by no means complete. Actually, it is beginning. The management encourages him to take a correspondence course in

his chosen trade, and he goes to school at least once a year—generally twice—to study some specialty or to keep abreast of new service ideas. Now the company pays the cost of schooling—\$10 a day, plus actual living expenses and transportation to and from the site of the school.

Nine of the 18 men in the service department currently are taking correspondence courses.

The company does about \$100,000 service volume annually, in a town of 4,000. It has won practically all available car makers' citations for service operations and its standing is on a par with corresponding dealers in cities of four to five times the size of Refugio.

"Although we do have specialists in most major service operations, we do everything mechanical that customers bring in," Skrobarcek said. "We work on farm tractors, because farmers who buy cars and trucks from us want us to do all their mechanical work, and we work on lawn mower motors. If it's mechanical, we tackle it."

"We believe this policy has helped us to hold onto old customers and to gain new ones. It is important, particularly in the small town where there are no specialists in these various lines, in building a service and parts business."

Have You a Solution To the Mechanic Shortage?

If you have worked out your own solution (not pirating the other man's labor force, of course!) to the shortage of mechanics, the editors would like to hear from you, as this is a subject of great importance to everyone today.

Engine replacement with new or rebuilt powerplants has become a booming element in the service field. Installing the engine is merely a part of this job to assure satisfaction, SAJ's veteran technical editor points out.

By E. M. LOWERY
Technical Editor

IT IS amazing how much effort is often put forth to sell a new or rebuilt engine and then allow it to be sabotaged before the job leaves the shop.

Most new or rebuilt engines come less accessories. By accessories we mean radiator, electrical units, intake and exhaust manifolds, fuel pump, carburetor, water pump, etc.

All of these units have a very definite effect on engine performance and service. Yet, many times a new or rebuilt engine is installed with no thought given to its condition, the result being poor engine performance and, in many cases, short engine life.

What about the radiator? Overheating a new engine is a quick way to ruin it. The radiator should always be checked to make sure that it is in good condition on each engine job. A sure way to do that is to have it cleaned out and tested for "flow."

Both the exhaust and intake manifolds should be inspected to be sure they are okay.

We recall a very unsatisfactory experience from an engine job all because the exhaust cross-over in the intake manifold was stopped up with carbon.

The exhaust gas control valve should be checked to make sure it is operating properly. A valve that is stuck in the open position will



Don't RUIN That Engine!

result in poor engine performance during initial warm-up because insufficient heat will pass through the heat riser for proper fuel vaporization.

If the valve is stuck closed, the intake manifold will be supplied with excessive heat after the initial warm-up period. This will cause poor acceleration, a lack of power and poor high-speed performance in general. Too often the newly-installed engine is blamed for this.

What about the ignition system? Is the distributor in good condition? Nothing affects engine performance more than correct ignition time throughout the various speeds.

The distributor should be put in order and the mechanical and vacuum advance curve should be checked to see that they meet the requirements of the engine.

What about the fuel pump? Does it have the capacity to deliver

enough gas for the engine? Does it have a ruptured diaphragm which will allow gas to leak into the crankcase, dilute the oil and possibly ruin the engine bearings? Be sure it is in good order.

The carburetor: The purpose of the carburetor is to meter air to the engine and to provide the proper proportion of fuel and air. It is adjusted in manufacture to provide maximum economy at cruising speeds and maximum power for acceleration. But methods are provided to produce a "leaner" mixture.

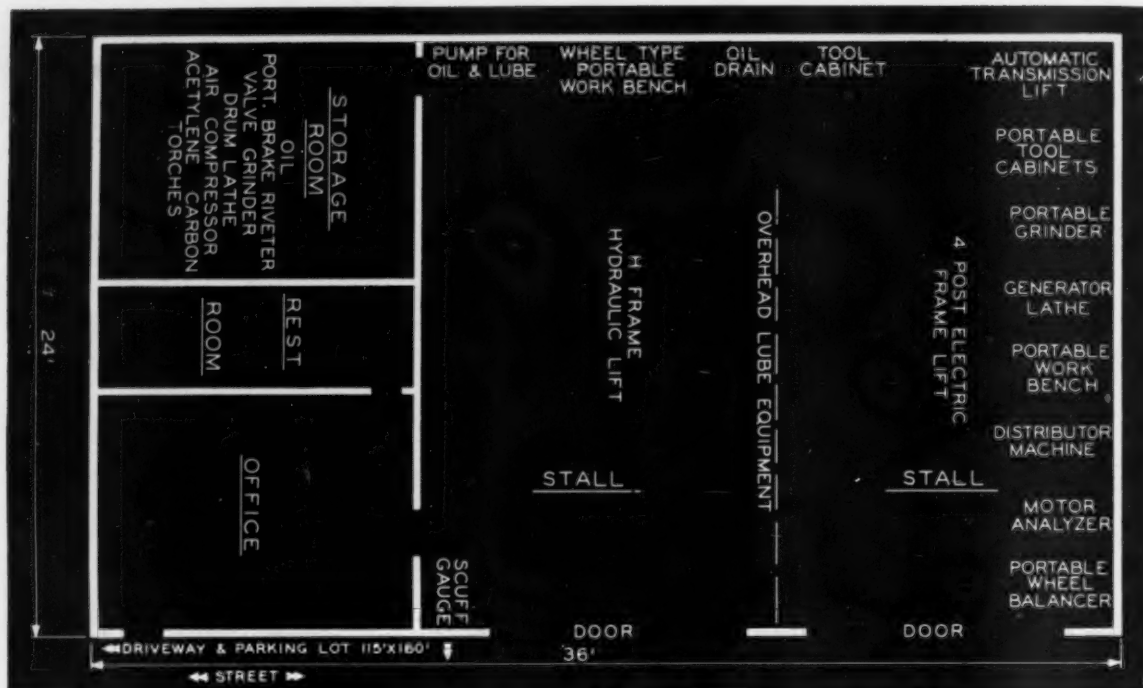
An engine which is provided with an excessively lean air-fuel ratio will give less economy than one provided with the proper mixture. Lean air-fuel ratios also raise combustion temperature, resulting in a decreased exhaust valve life and general deterioration of the engine. So, calibrate the carburetor for the engine just installed.

The next time you sell and install a new or rebuilt engine be sure the owner gets all of the "good" service that was built into it by being sure that all of the related accessories are brought up to standard.

And don't forget: There is extra profit in this service.

Replace or Rebuild Engine?

Whether you replace or rebuild engines, you'll want to think about the pointers brought out here by a technician for 40-years-plus.



Portable Equipment Offsets Space Cramp

By **V. C. SCALAMANDER**

Owner, Bethesda Chevy Chase Auto Service
Bethesda, Md.

Another in Series on Garage Design

Here's another feature telling how maximum production has been arranged in garage buildings.

WE'RE cramped for space. Does that sound familiar?

Yet, by using every inch of space productively in our two-bay garage, we advanced volume by 60% over the last couple of years and raised gross profit by more than 30%.

There's not a slack hour in our shop, even during such off-season months as December and January. Every moment is used profitably, thanks in some measure to our

portable, small-sized equipment compactly fitted into the margins around our two bays.

We're situated right in the main business intersection of this suburban town. Land comes at a tremendously high price in this spot. I am pressed on both sides of the shop—to the left by a chain supermarket, to the right by a string of small retail shops including a beauty parlor, dry-

(Continued on page 118)

Through efficient planning in this two-bay shop, including use of portable equipment, over-all volume was increased by approximately 60%.



Building Fast and Economically

By **GEORGE H. WATSON**

AS THE increasing volume of business forces an automobile concern to erect a new building or expand existing facilities, the question of what type construction to use arises. Lee-Bentley De Soto-Plymouth, Huntsville, Ala., found the steel - superstructure - type building by far the best for several reasons.

One big consideration was to get the building up in a hurry, according to Phillip Bentley, who with Louis Lee operates the concern. This is due to the fact that Huntsville, site of the Redstone Arsenal and known as the "Rocket City," has a booming business and automobile dealers are hitting new highs in sales. The contractor offered to erect the steel building in 90 days and he delivered right on the button.

"Actually we didn't get a bid on any other type construction as we had confidence in the contractor," said Bentley. "We are firmly convinced that we got the building up in half the time that it would have taken for a masonry unit and at one third less cost."

"In several other respects this type construction is advantageous to the automobile dealer or garage operator. We have a clear span for



"We are firmly convinced that we got the building up in half the time that it would have taken for a masonry unit and at one third less cost," said De Soto-Plymouth Dealer Bentley of this plant at Huntsville.

our shop, which is 70' by 120', and the plastic skylights make artificial illumination practically unnecessary. The height of the insulated ceiling makes for a well-ventilated space also. The building is attractive and easy to keep clean."

In addition to the main shop building, Lee-Bentley also has an office addition adjoining, 40' by

40', and a body shop in the rear, 40' by 35'. The whole building setup occupies an acre of land, which was a bog before being filled in.

Bentley said one way the concern saved on the construction was that the services of an architect were not necessary. The design service was furnished by the
(Continued on page 76)

Notice the steel construction, with plastic skylights, set up for the shop operation of Solomon Motor Co., Dothan, Ala.



Two Texas Garagemen See Dallas Aiding IGOA

By **BARON CREAGER**
Southwestern Editor

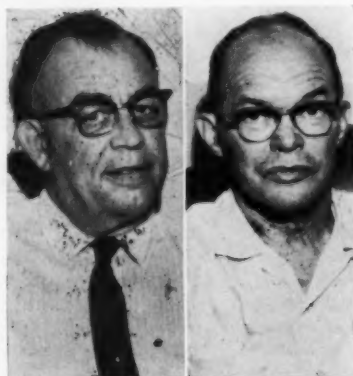
Two independent garagemen of Dallas, Texas, who telegraphed the Denver IGOA convention for help in organizing Texas have no hope of leading all 800 members of the Independent Garagemen's Association of Texas into affiliation with IGOA.

In Dallas, the two who signed the telegram say their objective is to organize a Dallas IGOA chapter. For this they need a minimum of

eight men and can now count at least four, including themselves.

But they believe that by the time of the organization effort suggested by the telegram—late March of 1960—at least 50% of the Dallas IGAT chapter members will be ready for the IGOA chapter. Present Dallas chapter strength is reported as 125 members and associate members.

Signers of the telegram were



Left: These two Texas garagemen wired the national convention of IGOA at Denver petitioning for help in organizing Texas into IGOA. They are Fred Bethel (far left) and Henry Ledbetter. Below: Bert Cook, the first president of IGOA, points to the emblem displayed in the window of his Dallas garage. He said he would have signed the telegram also if he had been in town. IGOA's president, H. F. "Red" Reagin of Atlanta, said that IGOA "does not want to do anything to disrupt any state organization in Texas, but we do hope to see garagemen there realize what IGOA is seeking to accomplish and join with our national program to elevate the standards and working conditions for all garage owners" (see page 125).



IGAT President "Sure" IGOA Not to Be a Topic

Informed of developments at the Denver convention, Edward G. Archer, president of the Independent Garagemen's Association of Texas, indicated no knowledge of any attempt to revive the proposed affiliation of IGAT with IGOA. Archer operates Archer's Garage in Waco.

"If the two Dallas men sent the telegram on their own responsibility, acting as individuals, there isn't much I can say about it," said Archer.

"However, it is my understanding that the telegram was not even authorized by the Dallas chapter of IGAT and that it was not discussed in a regular meeting.

"This was done without any discussion or authority from any of the officers of the Texas association. I returned from Austin on July 12 after attending an executive board meeting and the matter was not mentioned in the board meeting.

"I have attended all meetings of the state association since 1955 and the subject (affiliation) has not been discussed since the Galveston convention in September of 1957. At that time the convention voted not to affiliate with IGOA.

"This was done without my consent, permission or knowledge. Any official word from IGAT will come from Jess Allman, executive secretary, or Allen Richey, editor of our magazine, both of Austin, or myself."

Archer expressed himself as "sure" that the subject of affiliation with IGOA will not be discussed in the fall convention of IGAT, scheduled for Brownsville, Sept. 4 to 6 inclusive. He said the agenda for that convention is not complete, but will be completed in due course by Allman and Richey.

Fred Bethel, Bethel Paint and Body Service and president of the Dallas chapter, IGAT, and Henry Ledbetter, partner in the Herbert Owens Buick Service.

One who would have signed had he been in Dallas at the time is Bert Cook, Bert Cook Service. Cook was the first president of Independent Garage Owners of America, having been elected at the organization meeting in Oklahoma (Continued on page 124)

How to Go Broke Quickly

NOBODY to this day could tell you what went wrong, because nobody knows exactly, not even John Smith himself, the principal victim of his own mistakes.

Of course, there is a lot of speculation in the Southern city where Smith, which certainly is not his name, built a thriving automobile dealership. At one time he had citywide popularity and a substantial fortune.

He used to be the most likable fellow you ever saw. He was personable, conscientious, friendly and a crackerjack used-car salesman. He sold used cars when most salesmen found no buyers, and he sold them steadily the year around.

You could always find him at his car lot, morning, noon or night, and, if by chance he wasn't there, he was never more than 15 minutes away by telephone.

Yet he had a remarkable ability to be at any place at any time there were apt to be prospects. For instance, you would find him at factory gates and construction jobs at shift changes. He drove a different car almost every day, the one he wanted most to sell.

Meantime, he kept busy projecting himself by telephone and mail. He had well annotated telephone and city directories, a valuable card file of car buyers and a photographic memory of car sales and their dates. Every day he was in touch with 20 or 30 prospects by mail, by phone or by personal contact.

If this dynamic used-car salesman seemed to remember everybody and call them by first name, nearly everybody remembered him, and eventually bought his cars.

Naturally, with that kind of spirit and performance, Smith was not destined to spend his life selling used cars. His prestige grew with his sales. His repeat custom-

Southern Automotive Journal is not in the business of moralizing, but this true story carries a warning of what can—and what does—happen to some automobile dealers, a case history of what should not be done.

ers grew steadily.

After turning down a number of offers, he finally got the right one with the right challenge in new cars. He sold them as fast as he had sold used cars, or maybe faster. From there it was just a short step for him from salesman to sales manager.

Then along came a dealership opening in a factory's sales outlet expansion. Yes, of course he was interested, and he also interested some of his friends to the extent of generous financial backing.

No dealership in Smith's city ever grew more rapidly. His drive and spirit were contagious to his sales staff. They met and exceeded quota after quota, and that called for expansion.

What started out as a showroom with a detached service department became a modern establishment occupying almost an entire city block. Used-car lots, gaudy with lights and pennants, appeared on principal highway approaches to the city.

Smith himself also was growing along with his Midas touch. His intimates took note of his increasing wardrobe of finer clothes, his more expensive cigars, the larger amounts of money he sometimes carried. These little foibles were not significant, however. They were just marks of a hard-working executive being careful not to lag personally behind his burgeoning success.

Hardly an eyebrow was raised when Smith moved from his modest but neat and comfortable home into a large residential palace. Everybody figured he had just fortunately found a bargain.

It was a brand-new orbit for Smith, but he traveled it with aplomb. Some of his lavish and expensive hospitality indicated that he had been truly to the manor born.

But all this brought more prestige and, presumably, more car sales. The agency continued to prosper, and Smith's name showed up with regularity on membership lists of the swank social groups and exclusive clubs. His children found themselves in the nation's nicest schools and summer camps.

With one thing leading to another, Smith added a small yacht to his pleasure equipment. But you really couldn't call that an expense. It was a business asset. It didn't belong to him; it belonged to the business which needed it to entertain important prospects and factory executives. In that way it was costing nearly nothing as an income tax writeoff of business expense.

Perhaps a few sociable gambling losses might not have been placed in the same category, but neither were these too important. Sometimes winnings partly offset them, and they brought still more prestige to an expansive, successful businessman.

While Smith's new way of life added new friends, it lost some of his old friends whose car-buying needs were now left to other salesmen. Some of these found when they dropped in on their once-friendly dealer from time to time that he was usually too busy at the moment to see them.

This situation was heightened
(Continued on page 121)

Undoubtedly you know some topflight salesmen in this industry who've climbed fast—and dropped fast—as is related here. It's a story of the higher you climb, the faster you can fall, etc.

—By—
C. THOMAS



American Airlines provided this display in its Hilton Hotel office.

Texas Dealer Avoids Selling on Prices

"I THINK the time has come when a new-car dealer has to break away from advertising prices—placing himself down into

the competitive price category."

And with that view, Fred Schneider has spent some \$10,000 in promoting the Pontiac dealer-

ship which he took over at El Paso, Texas, a little over a year ago.

"I wanted some means to show the people of El Paso that I sincerely appreciate the way in which they have accepted me," said Schneider. "And, loving Hawaii as I do, I could think of no better way than to offer some El Paso couple an all-expense trip to this paradise at our expense."

Schneider was liberal in advertising this event and it brought prospects into his showroom that he figures he'd never get to cross his threshold otherwise.

"It not only brought in prospects," Schneider said, "but they came in a receptive mood."

One of the attractions was having American Airline stewardesses in the showroom to tell the people all about the excitement Hawaii has to offer—and the enjoyable trip they could expect traveling to and from by air.

Pert and alert, the stewardesses acted as hostesses, though they didn't have that title in the showroom. Nevertheless, they added tone to the promotion by their presence and discourse on the island's many enjoyable features.

According to Schneider, it's time dealers resort to legitimate means to get new faces into salesrooms and sell them on the product—"create a genuine desire to possess."

"Palms" painted on the showroom windows helped build atmosphere for this promotion.



← To Turn → or Not to Turn

By **BARON CREAGER**
Southwestern Editor

IN Arkansas a new law provides that all automotive vehicles sold on and after July 1 must be equipped with directional signals. The law exempts two-wheelers, but the digest quoted makes no mention of used cars or trucks, so it must apply only to new equipment.

This is an obvious, well-intended effort to legislate more safety into driving, as more and more other states have taken similar action.

However, getting directional signals on the vehicles is one thing; having them manipulated correctly by the driver is something else.

Perhaps a right turn by a driver whose car shows a left-turn signal is punishable under the broad provisions of negligence. Perhaps, too, there are isolated cases of municipalities with laws which prescribe penalties for drivers who fail to:

- 1.—Have the correct turn signal showing and make a turn in that direction.

- 2.—Cancel the signal after the turn.

If there are such laws, they are next to futile, for it is human to err. It is divine to forgive, too, provided the offending driver is sufficiently insured to pay for the damage—if any results.

The point is that with the widespread and, apparently, increasing tendency to use these mechanical-electrical directional signals improperly, the directional signal could become a hazard, instead of contributing to safety. In fact, as used by many drivers now, the directional signal confuses all within sight of the offending vehicle and, surely, contributes to many accidents.

It is not intended to suggest

here that universal legislation would produce correct manipulation of directional signals. Legislation will not eliminate human errors.

But it does seem that manufacturers of such equipment, both original and other, could make notable contributions toward improved use of such signals, in two respects:

First, refine the directional signal to the point that it is positively self-cancelling, so that once a turn is made, the signal is cancelled without manipulation by the driver.

Second, substitute for the unoffending click-click—the reminder that a turn-blinker is functioning—a high-frequency sound so offensive to the ears that, for his peace of mind, the driver will be compelled to cancel that signal manually, if it has not been cancelled automatically.

Of course, it is recognized that most passenger-car directional systems have the self-cancelling feature. If the system is malfunctioning for want of adjustment or repair and, therefore, the signal neither cancels nor alerts the driver by its click, that is not the fault of the manufacturer. But it seems to argue for a directional signal system as dependable as other functions of the vehicle.

The Arkansas law, incidentally—or, at least, the digest quoted—makes no mention of requiring the self-cancelling feature.

As for the click-click, it is mystifying that so many cars ply the highways and thread city traffic with a turn signal on. Inquiry by make has been made on cars observed with signal lights blinking and in most cases they have been originally equipped with a click-

Why can't directional signals be designed so they are bound always to cancel on turning?

click, indicating a turn signal is functioning.

How drivers can ignore this audible warning is a puzzle. But they do, stopping for lights, then moving straight ahead, or raising a question of intended direction even on the highway.

If the light blinks, the click-click is usually functioning also. For, according to observation, backed by authoritative information, one bad bulb will render the system inoperative on the side of the bad bulb. Both light flasher and click-click. And, of course, a worn-out flasher unit will incapacitate the entire turn signal system. But, ordinarily, if a light flashes, there is also the click-click.

So far, 14 states have been able to compel owners, through legislation, to maintain safe brakes, headlights, steering, a functioning horn and, in some states, other items. Maybe additional legislation regarding directional signals is needed. If directional signals are becoming so important they are required by law, shouldn't they also be maintained in operating condition?

A car with one inoperative directional signal is as much a roadway menace as a car burning a turn light, but never turning. And as was pointed out in the April safety issue of SAJ, one seldom sees a hand signal in this year of 1959. You either get mechanical-electrical directional signals or none at all.

The driver who gives no signal at all is the target of a muttered curse, no doubt. Yet he may be no more dangerous than the driver who sets a directional signal, fails to follow through as signalled, or leaves the signal blinking through traffic. That argues for a high-frequency sound that will command attention, advising a driver a turn signal is in operation.

This observer drives a good many thousands of miles a year. Good brakes have enabled him to avoid a smash-up on many occasions when the driver ahead turned without any signal. What

(Continued on page 122)

Our Electrical Jobs Are Up 100%

By **SAMUEL W. CARROLL**
Co-Partner, Carroll Bros.
Vienna, Va.

THERE is a vast potential for the shop with the best in modern testing equipment, a topnotch electrical specialist and the interest and conscientiousness in checking out ignition and carburetion.

We have had a 100% gain in electrical work over a two-year period due in part to the great need for competence in servicing today's car and its complex and constantly changing electrical system.

Very few cars on the street today are running as they should or could. Though they are getting their periodic tune-ups, there is shop failure to keep abreast of new changes and procedures, and frequently a lagging knowhow. The mechanic who wants to keep up today has to keep on learning. Electrical work is highly profitable and merits the effort and investment in time and study keeping up.

Electrical work may be found in the driveway or the lubrication rack. Many shops do not take full advantage of their lube rack.

I can recall a recent instance where a car came in for lubrication and we found a bad battery cable



"Look at these corroded battery terminals," Carroll tells a customer.

and corroded terminals. Cables were practically gone. We usually

make no charge where corrosion and acid are cleaned, but if cables must be disconnected and the battery taken out and washed with baking soda, the terminals cleaned and sprayed with waterproofing, we do charge about \$1.50.

When I mentioned above that a shop has to be conscientious and take the trouble to check, it is because many of the newer cars have their wiring underneath the engine. It amounts almost to a major operation to check them without instruments.

When a customer pulls into the driveway, we try to bring out any complaints he may have with car performance. We put a number of questions to him. Even when he has no complaint, we make a quick visual checkup under the hood. We are looking for worn insulation on wires, exposed wires, wires covered with oil, broken and disconnected wires, corroded battery cables, looseness and worn gaskets. We always check to see whether the automatic choke on the newer cars

This oscilloscope will reveal the spark plugs' reserve.





Carroll (left) checks automatic choke with a mechanic.



The author has found carburetors often neglected.

is working all right, whether it is necessary to go into the carburetor.

The carburetor on today's newer car is very important. A neglected carburetor on one of the big new engines may require a great deal of attention. We have cleaned carburetors with 30,000 miles on them that had never had any attention. We educate our customers to have carburetors adjusted every 20,000 miles.

We point out to a customer broken and disconnected wires, a dirty carburetor or gaskets that are worn loose, and explain why correction should take place. We explain what a tune-up can do for his car's performance. If he wants to get full power from his engine, save money on gasoline, which can be a considerable item, and get smoother and more satisfactory riding, a thoroughgoing tune-up is essential.

We check out every car thoroughly, starting with an oscilloscope. We depend very much on our equipment. Tests are made for charging circuits; a distributor is pulled for cleaning and checking, and in the process we note condition of fan belt, gas filter, manifold crankcase breathing system, etc. A complete tune-up of the electrical system where automatic choke may be gummed up, a neglected four-barrel carburetor has 30,000 miles on it, gas filters are clogged, plugs and wires have to be replaced may come to about \$70.

In a recent case where a customer drove in wanting nothing more than points installed, we

checked out his car thoroughly on our equipment and explained what his car needed. He agreed to let us go ahead and his bill came to \$70 needing the above items.

We may spend as much as three hours on a complete tune-up on a big V-8 engine.

To draw maximum production from the electrical department, a shop must have a well-trained, skilful, competent specialist. Such skill can be gained by sending a young man with marked mechanical aptitude to the various factory schools on motor analyzing, carburetion and ignition classes usually

held evenings. This can be supplemented with on-the-job training under the supervision of the electrical specialist.

I myself have trained a 19-year-old who was very quick in mechanical aptitude on such simple jobs as cleaning and installing spark plugs, having him pull a generator or voltage regulator, teaching him how to use testing equipment, letting him disassemble a motor. I check out each part as he goes along. It may take as long as two years before you have a dependable, well-trained electrical specialist put entirely on his own.

"This is one of those days when everything seems to go right."



**Are They Getting "Educated"
On Wrong Side of the Fence?**

We'd Better Educate Our Employees Right

By N. JACK RHODES

Vice-President, Genuine Parts Co.
Birmingham, Ala.



YOUR employees are the biggest assets that you have. Without good employees your business would not be able to grow and you would not be able to have your customers taken care of in the manner that you would like them taken care of, and it is my suggestion that employees deserve a great deal of consideration, and believe me, gentlemen, they are going to get consideration from now on out if you stay in business.

Now don't misunderstand me. I am not inferring that employees should get more than their fair share. I am not inferring that they should get something for nothing, but I am inferring that in many cases employees do not get proper consideration and are underpaid.

If you have employees that are not worth anything to you, the smart thing to do is to get rid of them, but if you have employees who are attentive and loyal to your business, they should be paid accordingly.

Some of you are entirely too secretive in the affairs of your business. You are not willing to let your employees share in what is going on or what is planned for your business. If business is good—you are making money—the employees should know about it. If your business is bad—you are having trouble—your employees should know about it, and, believe me, if you are having trouble and you let your employees in on it, I will wager that they will go down the line to help you work out of the trouble.

Let your employees know what

your costs are. Let them know what expenses are. Let them know that you are entitled to come out with a certain percentage after all expenses are paid. Let them know if you are coming out that way at the present time.

Teach your employees the economics of the business and let them feel that they have a responsibility to help your business make money so that their jobs will be secure and that they have some chance of a future. If you don't do this, they are going to get their economic education from the wrong side of the fence, and that is exactly what has happened, and what is happening today.

We owners and managers have done a lousy, stinking job of teaching our employees economics. You as businessmen are not trusted too well by your employees. The employees think that you are getting rich at their expense, and you can't blame them when you consider the lack of time and effort that you have put into teaching them the economic facts of life.

Recently a survey was made in 149 cities of the United States taking in dozens of plants and this question was asked of employees:

Excerpts from an address as the retiring president at the recent annual convention of the Automotive Wholesalers Association of Alabama at Tuscaloosa. The Alabamian is a veteran of 29 years in the aftermarket and is president of the NAPA-Birmingham warehouse.

"Which would you say does the most to protect the individual freedom of this country: Government leadership? Union leadership? Businessmen?"—you folks.

Here were the answers:

For government leadership	59%
For union leaders	18%
For businessmen — you	7%

Isn't that a lousy score to make?

The next question was this:

"Which would you say has done the most to improve living standards in this country: Union leaders? Government leaders? Businessmen?"

Here were the answers:

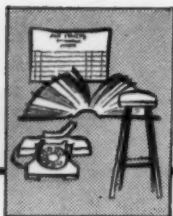
Union leaders	47%
Government leaders	23%
Businessmen	23%

This time government and business scored the same, but union leaders 47%. After all, fellows, who puts up the capital investment to start your business and to make jobs for these people? Why don't you tell them what the score is?

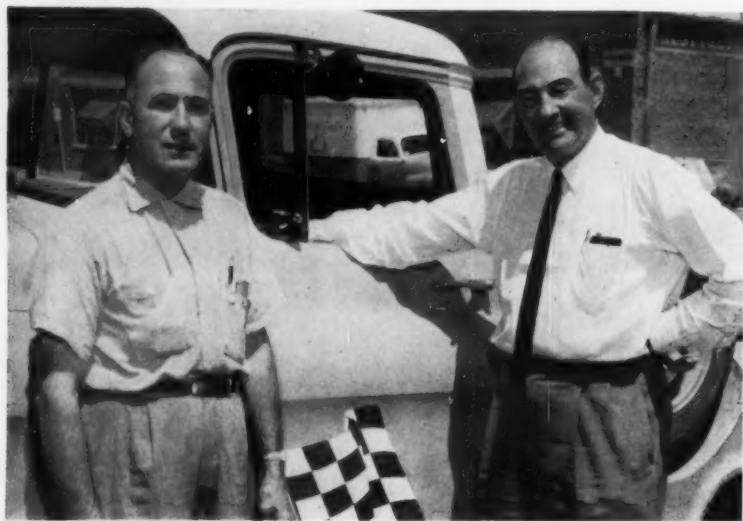
Now you and I know that in heavy industry and in many other fields that the incomes to employees—that is their hourly rates—have increased in the last few years considerably faster than the cost of living has, and the employee's slice of the pie has gotten larger and profits, percentagewise, have gotten smaller, and this has become a real problem in those larger businesses.

In our businesses down here in the South, we have not been subjected as yet to quite the pressure that is going on up north, and some

(Continued on page 118)



SOUTHERN JOBBERS and FACTORY MEN



M. S. Quisenberry, 55, exemplifies the new look in "delivery boys" at First Supply Co., of which Stanton Thatcher (right) is the president.

Man-Size Deliverymen Lift Public Relations

By **BARON CREAGER**
Southwestern Editor

LEAD-FOOTED delivery boys are being replaced with men three times their age—55 to 65 years is the preferred age span—at First Supply Co., Amarillo, Texas, because older men take better care of rolling stock and build better customer and public relations.

So the popular conception of the hot-shot delivery service is fading out of focus for this firm.

It is the idea of Stanton Thatcher, president and owner of First Supply, to have "delivery boys" with half a century or more of

age.

"We've had delivery service ever since we were forced to it after the war," Thatcher commented, "and our drivers have really been 'delivery boys'—young fellows.

"Ever since we've had delivery service our trucks have taken a terrible beating. This has been a consistent thing. When I would see the repair bills and, what's worse, the trucks themselves, I would wonder how they could get so beat-up-looking. Sometimes I would frankly ask one of these

young drivers, 'Do you come down and put in overtime beating on that truck with a sledge?'

"Of course, that didn't do any good. Nothing seemed to check the practice of hot-rodding our delivery trucks all over town, tearing them up. The age of our drivers in the past has been 19 to 21 on the average and the majority of these young fellows has had the smart-aleck viewpoint. You know, a quick, snappy, impertinent answer. In fairness, I must say there have been exceptions, but not enough exceptions.

"When you have your name on your trucks and those trucks are hot-rodding around the city where you do much of your business, with smart-aleck drivers, the most you get is resentment from customers and people in general.

"It is not our policy to have our name on our trucks any more. But our trucks do carry the imprint of the checkered flag, which is our trade mark, and is known far and wide, which is just the same."

Soon after the first of this year, Thatcher started looking for older men as "delivery boys." As soon as he finds enough older men of the type he is looking for, they will be in the driver's seat of all First Supply delivery trucks.

"In thinking it over, I decided we wanted men who had passed their prime in the field of heavy manual labor," Thatcher explained.

"Settled men, still mentally alert, but perhaps no longer able to lay bricks, be carpenters or stay out in all types of weather. We have found some of the men we want and I tell you, it works! Older men are just as efficient in this capacity. They have no lead foot on the accelerator, it is an entirely different story in the repair column on trucks driven by older men. They don't have the smart-aleck viewpoint, they are much more courteous and considerate and, as a result, I can see a difference in the condition of our customer and public relations."

For the Borger store of First Supply, the "delivery boy" is C. E.

Box, 62 years old, who, in his spare time, lavishes attention on his truck and keeps it shining. One of the Amarillo drivers is M. S. Quisenberry, who is 55, but doesn't look it.

"There is another advantage in having older drivers," Thatcher pointed out.

"They are not constantly pressing for advancement to a job inside the store. That has been the accepted procedure, advancing drivers to store jobs, but it was always creating dissension and causing problems.

"As I indicated previously, all our young delivery boys were not hopeless. There were exceptions, and we advanced the exceptional drivers who showed some promise of being of value to the business.

"But—when we advanced the delivery boy who showed promise, it was always over some driver who had no qualifications, but did have more seniority. Then this driver became highly dissatisfied, beefed and griped about being jumped, and became so disgruntled he undermined morale to some extent.

"With older 'delivery boys,' I think we have that problem licked. But I also think the accepted procedure for making a parts man of a delivery boy is all wrong, because you can't get a good delivery boy.

"As I see it, when you hire a delivery boy at delivery boy pay, you are not getting much in the way of talent that will develop, for you are getting that talent from the bottom of the barrel, or he

J. M. Potts (below) has been elected president of Bonney Forge and Tool Works of Allentown, Pa., and Alliance, O., according to J. W. McDougal, president of Miller Mfg. Co., the parent firm. Potts had been vice president and division manager of the Allentown plant.



This self-service store, similar to the type so popular on the West Coast, has been opened by Standard Parts Co. at Memphis, Tenn. Note exhaust-system parts stacked against wall in rear of top photo and how counter tops are not overly cluttered with a variety of items.

wouldn't take the job.

"So I say the process is all wrong. When you try to make a parts man out of every delivery boy who comes along, you are licked from the start—with noted exceptions—because you have nothing to start with.

"With older men as drivers, we don't have that problem to worry about. Now, when we want to train some young men in this business, we are free to hand-pick our man."

Georgian Opens Buford Branch

A store in Buford, Ga.—Slack Buford Parts Co., Inc.—is being opened by Slack Auto Parts, Gainesville, Ga., according to Bill Adams, manager.

Beard & Stone Advances Thomas and Others

W. H. THOMAS has replaced the late Albert May as general manager of Beard & Stone Electric Co., Dallas, Texas, while Oliver McClister has assumed Thomas' responsibilities as sale manager.

Thomas, who has been connected with the company for 30 years, has played a big part in its development. McClister joined the Waco branch in 1934 as delivery boy after school hours. In 1944 he became a territory salesman in West Texas.

Arthur A. Howard was named assistant sales manager of the Dallas store, which he joined in May 1931 as counterman.

"Sizzle with Interest" Convention Set by South Carolina Nov. 18-19

A PROGRAM being shaped to "sizzle with interest" for the more than 60 members will highlight the first annual convention of the South Carolina Automotive Wholesalers Association at Hotel Wade Hampton, Columbia, Nov. 18-19, President Cecil Morris of Greenville announced.

A nationally-known inspirational speaker has been invited to address the Nov. 19 luncheon.

"I feel that a successful first convention or conference will go a long way to further sell the present members and possibly sell other jobbers on affiliating with us, so we are going to do all in our power to have good, interesting speakers for the convention," said Morris, who is president and manager of Battery & Electric Co.

An evening social hour is being contemplated as perhaps the only program event on the 18th. The program will kick off at 9 a.m. the next morning. Election of officers and other business matters will take place that afternoon. Several industry leaders will speak during the day.

Factory men and ladies will be welcome at all events, as will non-member wholesalers.

Officers have been considering applicants for executive secretary

Appointment of Bob Black as Southeastern manager for Merit Mufflers has been announced by Sales Manager Larry Cambridge. Black first entered the automotive business in 1935 with United Auto Supply in Pensacola, Fla. Later he was with NAPA and, prior to his present appointment, was employed by Riker Mfg. Co. He will headquarter in Atlanta.



and an announcement is expected "before too long," the president said.

Guy M. Tarrant of Columbia is first vice president, James B. Bagwell, Jr., of Charleston is second vice president and Eddie Jenkins, Jr., of Columbia is treasurer. The association was born last November.

Gill Succeeds Yellman As Kentucky Officer

THOMAS H. Gill of Bowling Green has been elected second vice president of the Kentucky Automotive Wholesalers Association, succeeding John Yellman of Lexington, who is now making Florida his home.

Ben Schardein of Bowling Green was elected a director to fill the vacancy caused by Gill's elevation.

All three men were prominent in creating KAWA a year ago. The first annual convention will be held at the Phoenix Hotel in Lexington Sept. 14-15.

Lempco Moves Raymond

C. E. "Ray" Raymond, formerly territory representative for Lempco Products, Inc. in Dallas, Texas, has been moved to company headquarters in Bedford, O., as sales manager. Dick Hean of Oklahoma succeeds Raymond in Dallas.

West Texas Firm Picks Stanley

Bill Stanley of Lubbock has been named representative for the Stafford Jones Co. in West Texas. He was formerly with National Carbon Co.

Longview, Texas, Store Moves

Westbrook Auto Supply in Longview, Texas, has moved into larger and more conveniently located quarters at 802 E. Marshall St.

Sanders Dies in Waco

John R. Sanders of Sanders-Willis Co., Waco, Texas, died recently following a short illness. He was an AAR member and a former member of B-4 Booster Club.

Gastonia, N. C., Company Plans New Building

PURCHASE of property at 510 West Airline, formerly owned by Gaston Technical Institute, for construction of a 66' by 110' one-story, air-conditioned building, to be occupied in September, has been announced by R. A. Dickson, secretary-treasurer of Genuine Parts, Inc., Gastonia, N. C.

A 58' by 103' building presently on the property will be used as shop and warehouse. Customer parking will be provided by an 80' by 160' parking lot adjoining the new building.

Hall-Toledo Names Kimmey

R. P. Kimmey of Dallas has been named Texas sales representative for Hall-Toledo, Inc., Toledo, O., President Milo Gray announced. Kimmey will handle sales for the company's line of valve seat grinders, cylinder hones and allied products and accessories.

O. H. Allen of Lubbock Dies

O. H. "Hollis" Allen, sales manager for Ferguson Auto Supply, Lubbock, Texas, died recently of a heart attack. Allen, who started in the automotive business in 1938, at one time operated his own firm in Brownfield.

Perry Shankle Changes Owens

New automotive manager and buyer for Perry Shankle Co. in San Antonio is Curtis Owens, formerly in the appliance division. E. F. "Shorty" Morris is sales manager.

Baton Rouge Store Opens Branch

Pope's Auto Parts of Baton Rouge, La., has opened a branch store on Airline Highway in that city.

Hart Joins Alice, Texas, Firm

Lowell Hart, formerly with the Auto Center in Corpus Christi, Texas, is now manager of the Motor Supply Co. in Alice.

Monroe shocks and Load-Levelers and Blackhawk jack kits have been added by Womwell Automotive Parts, Lexington, Ky., according to P. W. Shaw, purchasing agent.

Kentucky's First Convention to Hear Jobber-Supplier Panel and Garageman

A PANEL discussion by jobbers and suppliers and addresses by a well-known Southern garageman and a Kentucky senator will be among highlights of the first annual convention of the Kentucky Automotive Wholesalers Association.

Executive Secretary George W. Wilson, III, announced that the program, to be staged at the Phoenix Hotel in Lexington, would include these phases, some tentative:

Monday morning, Sept. 14—

Top: KAWA President Wright
Center: IGAT President Wilder
Bottom: KAWA Manager Wilson



Business session, including election of officers; address by a safety authority as a preliminary toward promoting safety legislation in the next legislature; open discussion of jobber problems and at this time, or later, a talk by W. C. "Josh" Wilder of Nashville, president of the Independent Garage Owners of Tennessee, on goals of IGOA and how jobbers can aid their garage customers in this respect.

After an address at the Monday luncheon, a panel discussion, with jobbers and manufacturers' representatives participating, will be conducted for an hour or two, moderated by William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL.

Informal entertainment is planned that evening.

Representatives handling KAWA's insurance program will speak briefly the next morning, followed by Nathan M. "Nate" Roberts of Chicago, executive secretary of Automotive Parts Rebuilders Association, who will outline the value of an association to its members.

A golf party for men and ladies will be sponsored that afternoon by Louisville's B-34. A work shop on jobber problems will be conducted either that morning or in the afternoon.

U. S. Senator John Sherman Cooper of Kentucky, former ambassador to India and now active on the small business committee, will either address the Tuesday night banquet, at which new officers will be installed, or an earlier session.

Joe B. Wright of Mayfield is president of the year-old association. Membership has now doubled to 80 from the initial number. Newest members, five, came from western Kentucky, where Executive Secretary Wilson has just concluded a field membership drive.

"All wholesalers of Kentucky, whether members of KAWA or not, and all factory men, plus the ladies, are invited to our meeting," Wilson said. A special program for the ladies is being shaped up.

Quentin Gilbert has been added as counterman at the Augusta Street store, announced Ned Holland of Holland Auto Supply, Greenville, S. C. Dick Case has been hired as outside salesman.



John T. Redwine, known to many in the industry as "Big John" or "Big Red," has been promoted to Eastern sales manager of the Replacement Division of Ramsey Corp., General Sales Manager Hans M. Siverts announced. Redwine has had many years of experience with the company in all phases of piston ring sales and has been a zone sales manager since 1952, headquartering at Memphis and more recently out of Atlanta. He and his family will move to the St. Louis home office.

Miami Company Changes To 100% Warehouse

ELECTRICAL Equipment Co. of Miami, Fla., recently became 100% warehouse, according to President M. G. Luce, selling only jobber contract accounts of all classifications in its 17-county territory.

Roland Blair, formerly vice president and sales manager of the firm, has formed a new company—Automotive Electrical Associates, Inc., at 406 N. W. 54th St., which will take over the entire stock on non-warehoused lines of Electrical Equipment Co., carrying on a jobber service distributor basis all lines warehoused by the older firm.

AEA also will take over all registered dealer accounts on lines which apply and sell only to the trade on all other lines, according to a joint announcement.

Kerrville Texan Moves

Cummings Motor Parts, Inc., Kerrville, Texas, has moved to 610 Main Street for better parking and more floor space, according to President Walter Cummings.

Medart Auto Electric Co., Inc., St. Louis, Mo., has been appointed warehouse distributor for Blackhawk jacks and lifting equipment. (More Jobber News on page 126)



SERVICE and MAINTENANCE

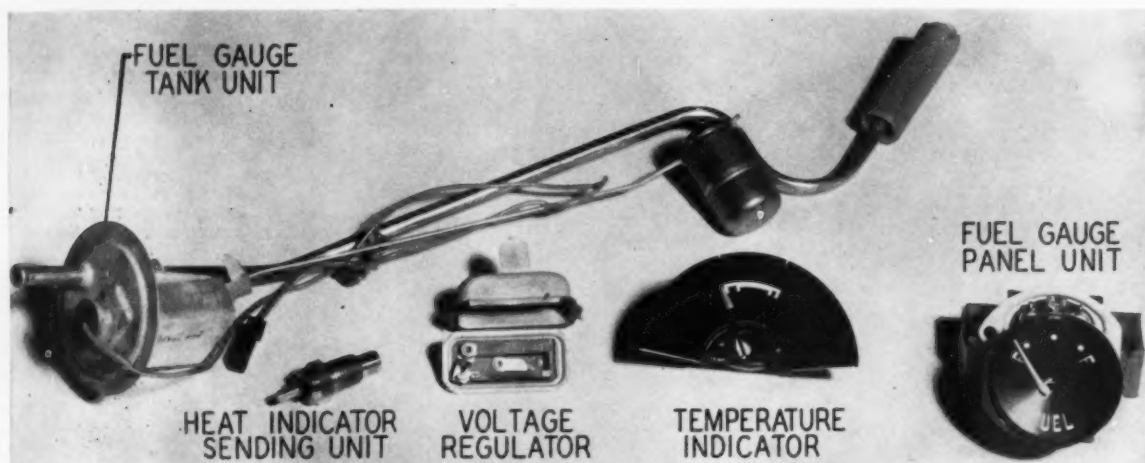


Fig. 1—They tell the driver what's happening electrically.

Trapping Electrical Bugs

WE RECENTLY had a customer affected with indicator-itis. The experience proved the truth of the old saying, "Seeing is believing."

This customer was the proud owner of a late-model air-conditioned job. When operated in slow traffic, with the air conditioner "on," the engine would naturally get hotter than usual.

The job was brought in several times with the complaint of overheating. On each occasion a thorough examination was made and no trouble was found. All efforts to explain that the job was normal were of no avail.

When asked how often it was necessary to add water to the radiator he replied that he had never added any water, but whenever he stopped and removed the radiator cap the water would boil out. Explaining the principle of the pressurized cooling system got us nowhere.

We knew there must be an an-

swer and we had to come up with it. So we tried several heat indicator sending units until we found one that was not so sensitive. This we installed and the heat indicator

showed about 10° cooler. That fixed it—no complaint since. Of course the owner was not told of the "fix."

Many of our current models are equipped with several electrical sending and indicating circuits—fuel gauge, oil pressure indicator, etc. Although these units operate about the same on all cars, let's take a look at some of their application on the current-model Dodge and Plymouth. These jobs are equipped with different types of fuel and temperature gauges than previously used.

These gauges operate on a constant-voltage principle and are sensitive only to changes in fuel level or temperature.

The voltage regulator and the gauge units have identical operating principles. One voltage regulator is used for both systems.

The tank unit for the fuel level system is similar to standard tank units in that it has a float which

By E. M. LOWERY
Technical Editor



is hinged to allow motion of the float in respect to the fuel level in the tank (Fig. 1).

A variable resistance is used and any up or down motion of the float increases or decreases the resistance in the circuit through a wiping contact.

The engine temperature sending unit (Fig. 3) has no moving parts. This unit, like the fuel level tank unit, operates on a principle of varying resistance. This resistance variance is made possible by the use of a special resistor that has a negative temperature coefficient.

When the temperature of the coolant and the resistor are cold, the resistance of the resistor is high. Gradually as the temperature of the coolant and the resistor increases the resistance decreases. The electrical circuit for the temperature indicating system grounds through this resistor.

Fuel level indicating system:

Turning the ignition key on connects the system to the battery or charging system voltage.

The function of the voltage regulator (Fig. 2) is to regulate this variable input voltage from the car battery or charging system to a constant voltage of five volts D. C.

One of the contact arms is wrapped with a heater coil that is connected in series with the fuel level system electrical circuit through the contacts.

The current flow through this heater coil reflects its heat on the bi-metallic arm. At a predetermined temperature the bending of the bi-metallic arm will cause the contacts to open and break the electrical circuit.

Breaking the electrical circuit stops the flow of current. The bi-metallic arm cools and the contacts close again. This operating cycle is repeated constantly at a high rate of speed, resulting in an average of five volts pulsating D. C. output voltage.

The effect of this constant voltage supply is to cause the balance of the system to be sensitive to changes in the value of resistance at the tank unit only.

When the fuel level is low

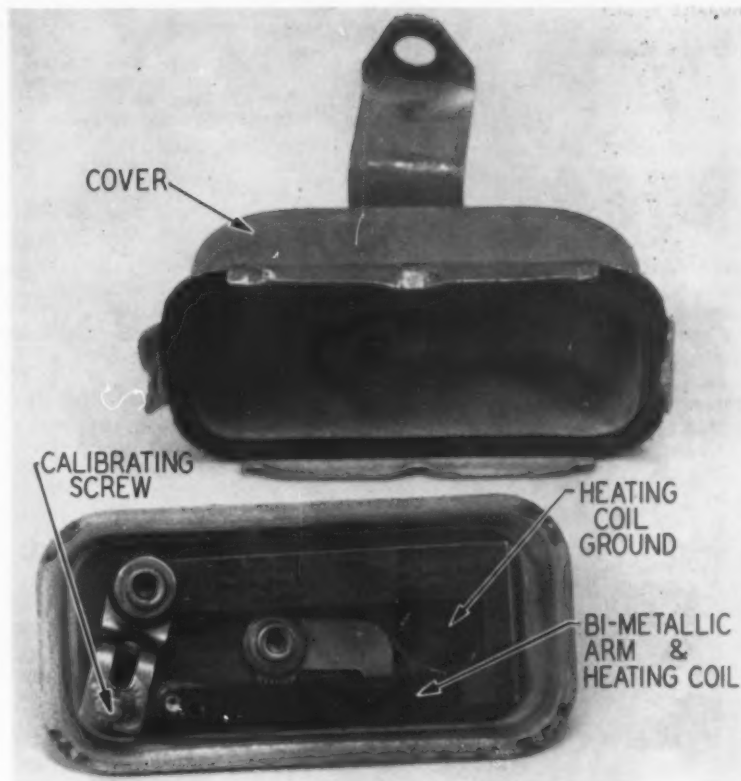


Fig. 2—The voltage regulator is small but so important.

(empty), the maximum resistance is in series with the circuit and the current flow is low (Fig. 4).

When the tank is full the float level is at the top, the minimum resistance is in the circuit and the flow of current in the circuit is high.

The gauge unit also consists of a bi-metallic arm that is wrapped with a heater coil. One end of the arm has a fixed mounting. The opposite end of this arm is connected to the gauge pointer.

Heat from the current flowing through the heater coil is reflected on the bi-metallic arm, causing the arm to bend. If the current is high as when the fuel level is at full and the resistance low, the maximum current is flowing. The deflection of the arm will be the greatest and the pointer will be

moved across the dial scale to indicate a full tank.

A drop in the fuel level lowers the float, the resistance is increased which decreases the current flow and results in less deflection of the arm and consequent position of the gauge pointer.

Temperature indicating system (Fig. 5):

The operation of the temperature indicating system is identical in operation with the fuel system with the exception of the method of varying the resistance. In this system the resistance varies in direct relation to the temperature of the coolant.

Any change in the coolant temperature causes a like change in the resistor incorporated in the engine sending unit. This results in a consequent change in the current flow in the circuit and the proportionate movement of the dial pointer to indicate this temperature change.

When the engine is cold the resistance of the disc in the temperature sending unit is high.

The voltage supply of five volts can only send a small amount of current through the circuit. With a low current flow the tempera-

September: Importance of Filters

Importance of filters—oil, fuel and air—to the efficient performance of the engine will be covered here next month by Ed Lowery. How they do their job will be detailed also.

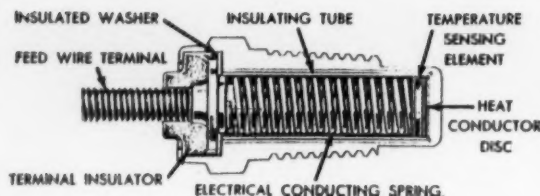


Fig. 3 — Engine temperature sending unit has no moving parts.

ture of the heater coil and bi-metallic arm is not very high, so there will be little or no motion of the gauge pointer. Low temperature will be indicated.

As the engine temperature increases, the resistance of the temperature sending unit disc starts to decrease. A resultant increase in the current flow will occur.

A higher heat is developed at the gauge heater coil and bi-metallic arm. This results in a greater deflection of the arm and motion in the gauge pointer to indicate the increase in engine temperature.

Testing and diagnosis:

The equipment necessary to adequately test the constant voltage, fuel level or engine temperature is:

1.—Voltmeter such as is used in service shops with a 15-volt scale or higher.

2.—A constant-voltage-type tank sending unit for a 1959 series gauge system. This unit should be known to be in good condition. A new unit retained for testing only is suggested.

3.—Two ten-foot lengths of 16-gauge wire (insulated) with spring clips as jumper leads.

The jumper leads will make it possible for the technician to make tests while seated in the driver's seat.

The testing and diagnosis procedures will be covered on a condition, probable cause and the test basis.

Condition 1:

Both the fuel and temperature gauges read higher than conditions warrant (calibration).

Probable cause:

Poor ground at voltage regulator.

(Gauge voltage regulator is mounted at rear of the fuel and temperature instrument panel gauges.)

Test:

Clean and tighten the constant voltage regulator ground and re-check operation of gauges.

Condition 2:

Both gauges read high ("against the peg") after ignition switch is

turned "on."

Probable cause:

Defective constant voltage regulator (stuck points or an open heater coil).

Test:

Test voltage at output terminal of regulator. A steady voltage of approximately 12 volts indicates regulator is malfunctioning.

A voltage regulator that is operating properly should normally have a voltage at the output terminal that is fluctuating between 0 and 7.0 volts. It is of course impossible to obtain an accurate voltage reading. The fluctuating voltage reading will, however, indicate that the constant voltage regulator is functioning.

Condition 3:

Fuel and temperature gauge pointers remain on empty and cold when ignition switch is turned "on."

Probable cause: Malfunctioning constant voltage regulator or an open circuit on battery side (input) of regulator.

Test:

Connect a voltmeter between the constant voltage regulator input terminal and ground. Turn on

the ignition switch. A reading of approximately 12 volts indicates a defective regulator. No reading indicates an open circuit in wiring to the regulator.

Condition 4:

Temperature gauge indicates normal operation, but the fuel gauge indicates a higher or lower fuel level than actually exists.

Probable cause:

Fuel tank sending unit or instrument panel fuel gauge is defective.

Test:

Disconnect lead wire at tank sending unit. Connect a jumper wire to the terminal of the test "tank sending unit" and the disconnected lead wire. Connect the remaining jumper wire to a good ground on the test sending unit and ground the opposite end of the jumper wire to a good ground on the car.

While observing the instrument panel fuel gauge, move the test sending unit to the "empty" position and turn on the ignition. The gauge should indicate empty. Move the float to the "full" position and the gauge should indicate full.

A gauge that indicates correctly at both positions proves the instrument panel gauge to be operating properly. The tank sending unit in the car should be replaced.

If the instrument panel gauge reads incorrectly at either or both positions, the instrument panel gauge should be replaced.

Note: Checking the system with the tank sending unit positioned

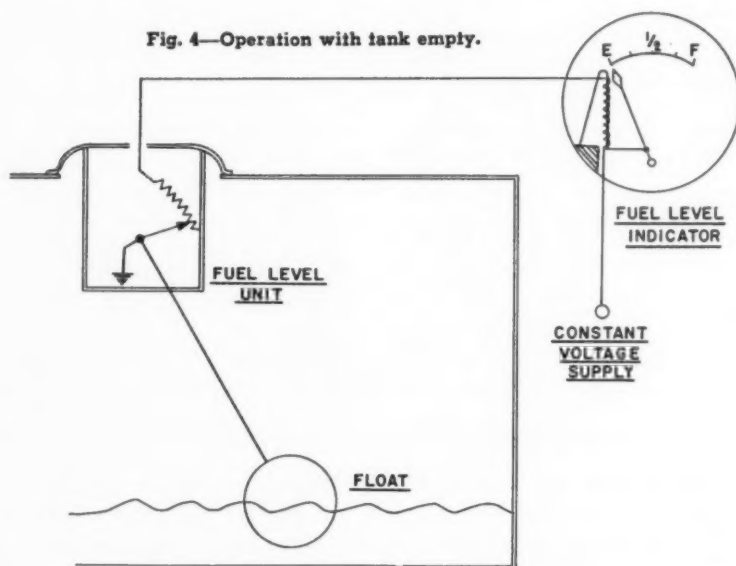


Fig. 4—Operation with tank empty.

for both "empty" and "full" is usually sufficient to determine the calibration in the range between these positions.

Condition 5:

Fuel gauge indicates correctly but temperature gauge indicates higher or lower temperature than actual engine temperature.

Probable cause: Defective instrument panel temperature gauge or defective temperature sending unit in engine.

Disconnect the lead wire from the engine sending unit and connect the test jumper lead to the disconnected lead wire.

Connect the opposite end of the test jumper to the test fuel tank sending unit.

Connect the remaining jumper lead to a good ground on the base of the test sending unit and the opposite end of the jumper to a good engine ground.

While observing the instrument panel gauge, turn on the ignition and move the tank sending unit to the empty position. The gauge should indicate at the lowest "cold" end of the dial scale. Move the test sending unit to the "full" position the gauge should indicate to the "hot" highest end of the dial scale.

If the temperature gauge indicated correctly, replace the engine temperature sending unit.

If the temperature gauge indicated incorrectly, replace the instrument panel gauge unit.

Condition 6:

Erratic temperature gauge operation.

Probable cause:

Loose or dirty electrical connections.

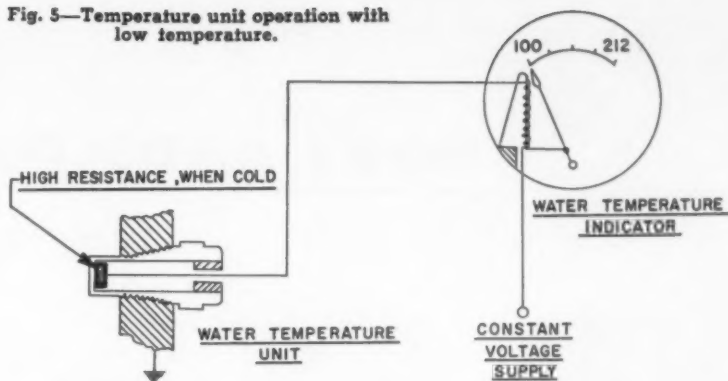
Test:

Clean and tighten all electrical connections and recheck temperature gauge operation.

Condition 7:

Erratic operation of fuel gauge.

Fig. 5—Temperature unit operation with low temperature.



Probable cause: Loose or dirty electrical connections or defective fuel tank sending unit.

Test:

Check fuel gauge sending unit as outlined in condition 4. Clean and tighten all electrical connections.

Make sure that the fuel tank sending unit is grounded to tank and that the tank is grounded to the frame.

Caution:

No attempt should be made in the field to repair or calibrate any instrument panel gauge or voltage regulator units. These units should be replaced only.

No unit should be removed from the car until tests indicate that it is faulty.

Always disconnect the battery before attempting to remove a unit from the instrument panel.

Never ground the tank or engine sending unit terminal or wire. The panel gauge will be damaged if you do.

American Motors Adds Gear Shift Spacer

AMERICAN Motors Corp. has issued the following bulletin to its dealers:

There have been some reports of the transmission being engaged in high gear after the hand shift lever is returned to neutral. This is the result of making a quick shift out of high gear in an attempt to engage low, permitting the selector pin to pass over the second and high lever into the low and reverse lever.

Effective at the following serial numbers, part No. 3158682, gear shift operating shaft lever spacer, is installed to limit the movement of the low and reverse operating lever:

Series	Serial No.
01	M-103800
10	D-689500
10	D-702347
20	A-40260
80	V-62205

The two groups of ten series serial numbers are the result of units being built on separate assembly lines.

Part No. 3158682, a "C" shaped spacer 55/64" long, may be installed (snapped) over the outer spring located at the lower end of the gear shift bearing housing by the mechanic.

Chevrolet Revises Specs On Power Steering

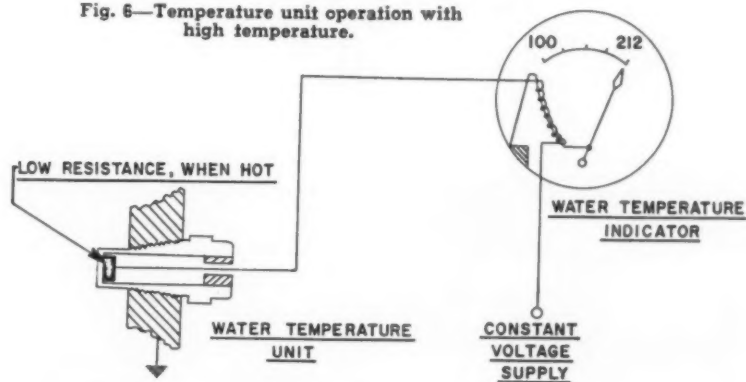
CHEVROLET Division has issued the following bulletin:

The steering gear adjustment specifications for 1958-59 passenger cars with power steering have been revised. The new specifications were established to improve the steering wheel return when the vehicle is leaving a turn. Use these new figures when adjusting the steering gear on all power-steering-equipped 1958-59 models:

Worm bearing adjustments—four ounces or one-quarter pound.

Lash adjustment—14 ounces or seven-eighth pound (high point).

Fig. 6—Temperature unit operation with high temperature.





BODY SHOP OPERATIONS

Servicing the '59 Chevy's Back Window Assemblies

By **E. M. LOWERY**
Technical Editor

IN THIS present "glass age" for cars, glass service can be an important factor in a body man's livelihood.

Let's take up servicing the '59 Chevy's back window assemblies: Back window assembly (sport sedan):

Sport sedan bodies feature a new wraparound back window which is secured in the body opening by a conventional rubber channel. Due to the size and contour of the new wraparound back window, it is important that the back window body opening be checked before installation of a replacement glass.

Back window side reveal molding:

Removal and installation:

1.—Remove back window side garnish molding. Remove rear body lock pillar weatherstrip and weatherstrip retainer.

2.—On inside of body remove one upper and one lower molding clip bolt nut. Remove seven molding attaching screws and remove molding from body.

3.—To install side reveal molding, reverse removal procedure. Seal attaching screw and bolt holes in rear body lock pillar with body caulking compound. Reseal body lock pillar weatherstrip and weatherstrip retainer.

Back window lower side reveal molding:

Removal and installation:

1.—Remove rear seat cushion

and back assemblies, rear quarter trim assembly and rear compartment side trim foundation.

2.—Through access hole in rear quarter inner panel and through rear compartment, remove nut and sealing washer assemblies securing lower side reveal molding.

3.—Slide molding rearward sufficiently to disengage front end of molding from under back window side reveal molding, then remove molding from body.

4.—To install back window lower side reveal molding, reverse removal procedure. Install new nut and sealing washer assemblies or apply body caulking compound around each molding clip bolt to

insure adequate sealing at molding clip bolt holes.

Back window lower center reveal molding:

Removal and installation:

1.—Detach or remove forward portion of rear compartment side trim foundation sufficiently to gain access to molding bolt and clip attaching nuts.

2.—Remove nut and sealing washers securing molding, then lift molding upward and remove from body.

3.—To install lower center reveal molding, reverse removal procedure. Install new nut and sealing washer assemblies or apply body caulking compound around each molding clip bolt to insure adequate sealing at molding clip bolt holes.

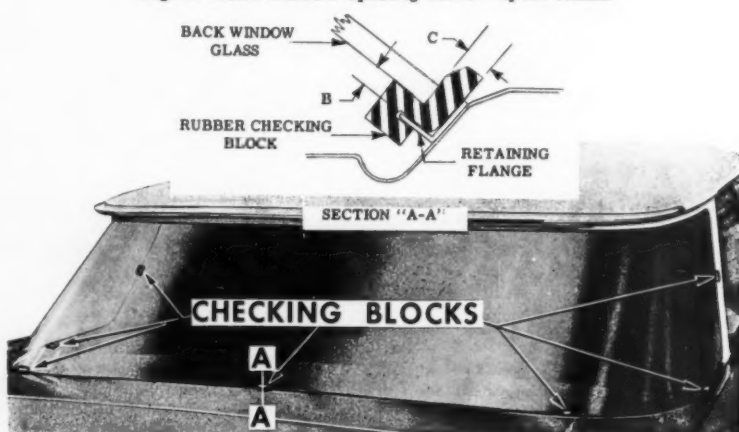
Back window:

Removal:

1.—Remove rear seat cushion and back assemblies, seat back filler trim panels and rear quarter trim assemblies. Place protective coverings over parcel shelf trim and over painted surfaces around back window.

2.—Remove back window garnish moldings. On Impala sport sedan, remove three nuts securing rear roof outer grille; then remove grille assembly.

Fig. 1—Back window opening check—sport sedan.



3.—Remove back window side and lower reveal moldings. See "back window reveal moldings" for sport sedan.

4.—From inside body, carefully break seal between lip of rubber channel and pinchweld flange around perimeter of glass.

5.—Carefully push lower edge of window and rubber channel assembly rearward until lip of rubber channel is disengaged from pinchweld flange.

6.—With the aid of a helper, lift complete assembly from body opening and place on a protected surface. Remove back window upper reveal molding from rubber channel and rubber channel from glass.

Checking back window body opening:

Due to the size and contour of the wraparound back window, it is important that the back window body opening be checked before the installation of a replacement glass. The following procedure outlines the method which may be used to check the back window opening:

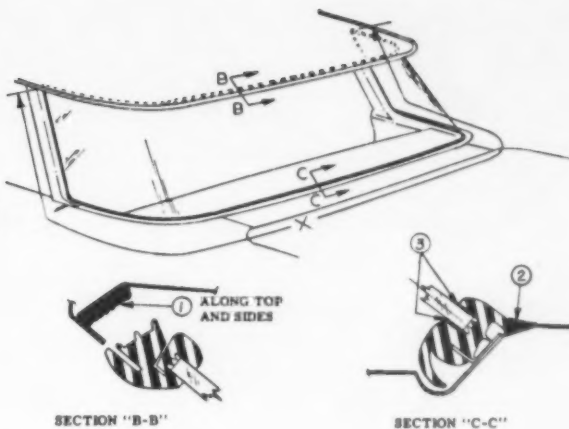
1.—Clean off original sealer from back window body opening.

2.—Check body pinchweld flange for any irregularities and correct, where necessary.

3.—Install seven windshield checking blocks (tool No. J-7662) over pinchweld flange at locations shown in Fig. 1. Do not place checking blocks at the attaching stools for the back window lower reveal moldings.

4.—With the aid of a helper

Fig. 2 — Back window sealing.



carefully position replacement glass in back window opening.

Caution: Care should be exercised to make certain glass does not strike body metal during installation. Edge chips can lead to future breaks. Do not attempt to grind glass.

5.—With back window glass supported and centered in the opening by checking blocks, check relationship of glass to body opening around entire perimeter of glass. The distance between the inside surface of the glass and the pinchweld flange, indicated at "B" in section "A-A", Fig. 1, and between the outer edge of the glass and body metal, indicated at "C" in section "A-A", Fig. 1, should be uniform along the bottom and at the sides of the glass and body opening. Any irregularities should

be marked and re-formed.

The distance between the outer edge of the glass and body metal, indicated at "C" in section "A-A", Fig. 1, increases at the upper corners and along the top of the opening and re-form opening as required.

6.—Mark any sections of body to be re-formed; remove glass from opening and re-form opening as required.

7.—Recheck back window opening again as outlined above. Then mark center of glass and body opening so that the glass can be accurately centered in the opening when installed.

8.—Install back window glass.

Installation:

1.—Clean original sealer from back window body opening and rubber channel. Check back window body opening and pinchweld flange for any irregularities and correct, where necessary.

Important: If installing new back window glass, check glass and body opening as described under "checking back window body opening (sport sedan)."

2.—Apply a continuous ribbon (approx. 1/4" thick) of medium-bodied sealer to corner of back window rabbet along sides and top of opening, as indicated at "1" in section "B-B", Fig. 2.

3.—Install rubber channel to glass; then install back window upper reveal moldings to rubber channel; center moldings according to center marks.

Note: A rubber lubricant (soap and water solution) may be applied in reveal molding cavity of rubber channel to assist the installation of moldings. Tie moldings and rubber channel to glass.

4.—Insert a strong cord into

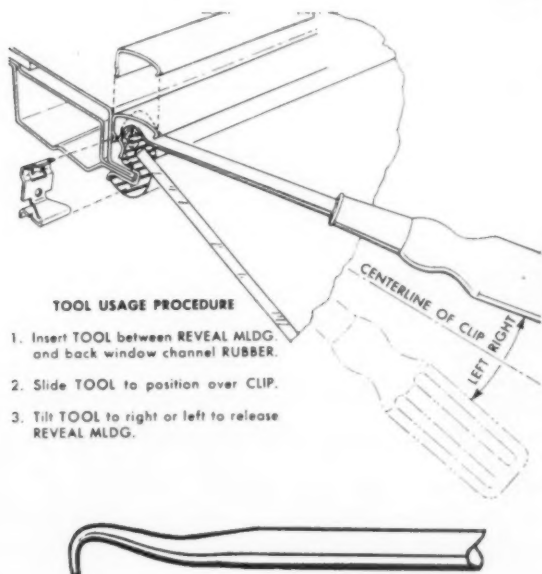


Fig. 3—Back window reveal molding removal tool. At bottom appears actual size of end of tool. Eliminate all sharp edges.

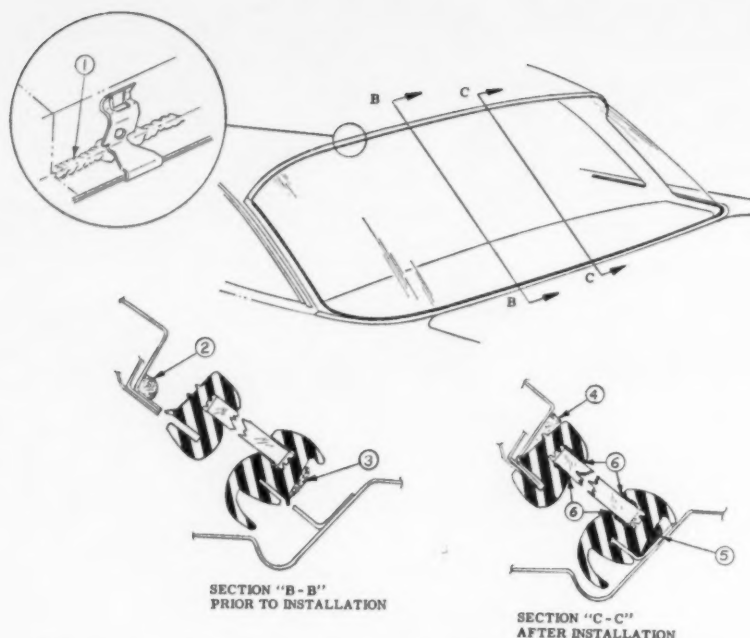


Fig. 4—Back window sealing—two- and four-door sedans and sports coupe.

pinchweld cavity of rubber channel from lower corner of one side around top to lower corner of opposite side; then insert another cord from upper corner of one side around bottom to upper corner of opposite side. Tape ends of cords to inside surface of glass.

Note: When inserting cords into pinchweld cavity of rubber channel, make sure cords are inserted under cords holding reveal moldings and rubber channel to glass.

5.—Apply a two-inch-wide film of rubber lubricant (soap and water solution) just outboard of pinchweld flange completely around lower portion of back window opening.

6.—With aid of a helper, position glass and rubber channel assembly into body opening snug to outside of pinchweld flange and center glass and channel according to center marks. Remove two cords securing upper reveal moldings and rubber channel to glass.

7.—While a helper is applying hand pressure to outside surface of glass, use a hooked tool or other suitable tool to pull inner lip of rubber channel (situated along lower portion of channel) over retaining flange along bottom of opening.

8.—With aid of a helper applying hand pressure to outside surface of glass, pull cords in rubber channel and, where necessary, use

a hooked tool to seat lip of rubber channel over body flanges at sides first; then across top and ending up across the bottom.

Important: If, during the string-pulling operation, particularly when starting at the sides, the rubber lip is not seating properly over the body flange, check for location(s) where the rubber channel is tight against the body flange, preventing forward movement of the glass and channel assembly into the opening. Using a hooked tool, seat the rubber lip over the body flange at any tight location(s) before proceeding with the cord-pulling sequence.

9.—Using a pressure-type applicator, apply sufficient medium-bodied sealer along the outer lip of rubber channel as indicated at "2" in section "C-C", Fig. 2, to effect a good seal and to fill the depression between body metal and rubber channel along entire lower portion and sides of rubber channel (distance "X" in Fig. 2).

10.—Using a pressure-type ap-

plicator, apply weatherstrip cement between rubber channel and glass on inside and outside of glass as indicated at "3" in section "C-C", Fig. 2, around entire perimeter of glass.

11.—Install back window lower and side reveal moldings.

Note: Seal molding attaching points as specified under "back window reveal moldings (sport sedan)."

12.—Clean off all excess sealer and cement; install previously removed parts and remove protective coverings.

Back window assembly (standard and utility sedans):

Back window side reveal molding:

Removal and installation:

1.—Remove back window side garnish molding.

2.—Under lip of back window rubber channel remove nut from molding clip bolt at ends and center of molding.

3.—On styles on which the roof drip scalp molding overlaps the back window side reveal molding, carefully detach rear portion of roof drip scalp molding sufficiently to remove side reveal molding.

4.—To install back window side reveal molding, reverse removal procedure. Prior to installing molding, apply body caulking compound over molding clip bolt holes.

Back window assembly (sport coupe):

Back window side reveal molding:

Removal and installation:

1.—Remove back window side garnish molding from side on which reveal molding is being removed.

2.—Under lip of back window rubber channel at upper corner, remove nut securing molding clip bolt.

3.—Using a special tool which can be made from a standard screwdriver (see Fig. 3), carefully lift the upper end of molding sufficiently to engage hooked end of tool between molding and molding clip, as indicated in Fig. 3, then disengage prongs of clip from

(Continued on page 92)

September: Replacing the Headlining

Replacing the headlining calls for skill, as Technical Editor Lowery explains next month in outlining the steps for the 1959 Ford, Chevrolet and Plymouth passenger models.

1959 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	Std. Wheelbase	TREAD		No. Cylinders and Valve Arrangement	Bore and Stroke	Teasable H. P.	ENGINE		FLUID CAPACITIES							WHEEL ALIGNMENT		
		Front	Rear				Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Filter Displacement (Cu. In.)	Standard Consumption (Gals.)	Cooling System (No. Hoses)	Fuel Tank (Gals.)	Transmission (Au.) (Pts.)	Crankcase Oil (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-in (In.)	
BURCK Le Sabre	123	62.4	60	V-8	4.125x3.4	54.45	250@4400	384@2400	304	10.5-1	4	24	20	16.5	-1 1/2	+1 1/2	1/2	
BURCK Invicta and Electra	126.3	62.4	60	V-8	4.1875x3.54	56.11	324@4400	445@2800	401	10.5-1	4	24	20	16.5	-1 1/2	+1 1/2	1/2	
CADILLAC 62 Series	130	61	61	V-8	4x3.875	51.2	335@4800	430@3100	390	10.5-1	5	23	21	18.5	-1 to -1 1/2	0 to + 3/4	1/2 to 1/2	
CADILLAC Eldorado Biarritz, Eldorado Seville	130	61	61	V-8	4x3.875	51.2	345@4800	435@3100	390	10.5-1	5	23	21	18.5	-1 to -1 1/2	0 to + 3/4	1/2 to 1/2	
CADILLAC Fleetwood 75 Sedan and Limousine	149.75	61	61	V-8	4x3.875	51.2	335@4800	430@3100	390	10.5-1	5	23	21	18.5	-1 to -1 1/2	0 to + 3/4	1/2 to 1/2	
CHEVROLET 6	119	60.3	59.3	6L	3.56x3.94	30.4	135@4000	217@3000	335.5	8.25-1	5	9	20	17	0 to + 1/2	+1 1/2 to + 1/2	1/2 to 1/2	
CHEVROLET 8 (283-cubic-inch V-8)	119	60.3	59.3	V-8	3.875x3	48	185@4000	275@2400	383	8.5-1	4	A	20	17.5	0 to + 1/2	0 to + 1/2	1/2 to 1/2	
CHEVROLET 8 (340-cubic-inch V-8)	119	60.3	59.3	V-8	4.125x3.25	54.5	250@4400	355@2900	345	9.5-1	4	A	20	21	0 to + 1/2	0 to + 1/2	1/2 to 1/2	
CHEVROLET Corvette	102	57	59	V-8	3.875x3	48	230@4800	300@3000	383	9.5-1	5	A	16.4	15.5	2 1/2	0 to + 1/2	0 to + 1/2	
CHRYSLER Windsor	122	60.9	59.8	V-8	4.03x3.75	52	308@4000	410@2400	383	10.1-1	5	21	23	16	+1 1/2 to + 1/2	B	1/2	
CHRYSLER Saratoga	126	60.9	59.8	V-8	4.03x3.75	52	325@4000	470@2800	383	10.1-1	5	21	23	16	+1 1/2 to + 1/2	B	1/2	
CHRYSLER New Yorker	124	61.2	60	V-8	4.18x3.75	55.9	350@4000	470@2900	413	10.1-1	5	21	23	16	+1 1/2 to + 1/2	B	1/2	
CHRYSLER 300E	125	61.2	60	V-8	4.18x3.75	55.9	360@5000	480@3000	413	10.1-1	5	21	23	16	+1 1/2 to + 1/2	B	1/2	
CHRYSLER Imperial	129	61.5	62.4	V-8	4.18x3.75	55.9	350@4000	470@2900	413	10.1-1	5	21	23	16	+1 1/2 to + 1/2	B	1/2	
CONTINENTAL	131	61	61	V-8	4.30x3.70	59.17	350@4400	490@2800	430	10-1	5	21	23	23	0 to -1 1/2	0 to + 1/2	.12 to .18	
De SOTO Firewisp	122	60.9	59.8	V-8	4.12x3.38	54.3	290@4000	390@2400	381	10-1	5	21	20	16	C	B	1/2	
De SOTO Firestone	126	60.9	59.8	V-8	4.25x3.38	57.8	305@4000	410@2400	383	10.1-1	5	21	23	15	C	B	1/2	
De SOTO Firefly	126	60.9	59.8	V-8	4.25x3.38	57.8	325@4000	425@2800	383	10.1-1	5	21	23	15	C	B	1/2	
DODGE Coronet 6	122	60.9	59.8	6L	3.25x4.63	35.3	135@3000	205@1200	330	8-1	5	20	20	13	C	B	1/2	
DODGE Coronet V-8	122	61.4	60.2	V-8	3.95x3.31	49.9	255@4400	350@2400	326	9.2-1	5	21	20	20	C	B	1/2	
DODGE Coronet Royal	122	60.9	59.8	V-8	4.12x3.38	54.3	295@4000	390@2400	381	10.1-1	5	21	20	16	C	B	1/2	
DODGE Custom Royal	122	60.9	59.8	V-8	4.12x3.38	54.3	305@4000	400@2800	381	10.1-1	5	21	20	16	C	B	1/2	
EDSEL Ranger	120	59	58.4	V-8	3.75x3.30	45	200@4400	285@2200	292	8.9-1	5	22	15	20	0 to 1	1/2 to 1 1/2	.025 to .12	
EDSEL Corsair	130	59	58.4	V-8	4x3.30	52.49	303@4000	390@2900	360	8.9-1	5	22	15	20	0 to 1	1/2 to 1 1/2	.025 to .12	
FORD 6	118	59	58.4	6L	3.02x3.00	31.54	145@4400	208@2200	233	8.4-1	4	20	20	15	0 to 1	1/2 to 1 1/2	1/2 to 1/2	
FORD 8 Custom 300	118	59	58.4	V-8	3.75x3.30	45	300@4400	285@2200	292	8.8-1	5	20	20	19	0 to 1	1/2 to 1 1/2	1/2 to 1/2	
FORD 8 Fairlane	118	59	58.4	V-8	4x3.30	51.20	225@4400	325@2200	332	8.9-1	5	20	20	19	0 to 1	1/2 to 1 1/2	1/2 to 1/2	
FORD 8 Fairlane 500	118	59	58.4	V-8	4x3.50	51.20	300@4400	380@2800	352	9.6-1	5	20	20	19.5	0 to 1	1/2 to 1 1/2	1/2 to 1/2	
FORD Thunderbird Hardtop	113	60	57	V-8	4x3.50	51.20	300@4400	395@2800	352	9.6-1	5	20	20	19.5	1/2 to 1 1/2	1/2 to 1 1/2	1/2 to 1/2	
FORD Thunderbird Convertible	113	60	57	V-8	4.30x3.70	59.17	350@4400	490@2900	430	10-1	5	20	20	22.5	1/2 to 1 1/2	1/2 to 1 1/2	1/2 to 1/2	
LINCOLN	131	61	61	V-8	4.30x3.70	59.17	350@4400	490@2900	430	10-1	5	21	23	23	0 to 1 1/2	0 to 1/2	.12 to .18	
MERCURY Monterey	126	60	60	V-8	3.90x3.44	46.21	210	325	312	8.75-1	5	20	20	20	0 to -1 1/2	0 to + 1/2	1/2 to 1/2	
MERCURY Montclair	126	60	60	V-8	4.30x3.30	59.17	322	430	383	10-1	5	23	20	21	0 to -1 1/2	0 to + 1/2	1/2 to 1/2	
MERCURY Park Lane	126	60	62	V-8	4.30x3.70	59.17	345	430	430	10-1	5	23.6	20	20	0 to -1 1/2	0 to + 1/2	1/2 to 1/2	
OLDSMOBILE Dynamic 88	123	61	61	V-8	4x3.89	51	270@4800	390@2400	371	9.75-1	4	22	20	20	-0 to -1	-1 1/2 to + 1/2	0 to 1/2	
OLDSMOBILE Super 88	123	61	61	V-8	4.125x3.69	54	315@4800	435@2800	394	9.75-1	4	22	20	20	-0 to -1	-1 1/2 to + 1/2	0 to 1/2	
OLDSMOBILE 88	126.3	61	61	V-8	4.125x3.69	54	315@4800	435@2800	394	9.75-1	4	22	20	20	-0 to -1	-1 1/2 to + 1/2	0 to 1/2	
PLYMOUTH 6 Savoy & Belvederes	118	60.9	59.8	6L	3.35x4.62	25.3	132@3600	205@1200	230	8-1	5	20	20	13	C	B	1/2	
PLYMOUTH 8 Savoy, Belvederes and Fury	118	60.9	59.7	V-8	3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	18	20	20	C	B	1/2	
PLYMOUTH Golden Commando	118	60.9	59.7	V-8	4.12x3.38	54.3	305@4000	395@3000	361	10.1-1	5	21	20	16	C	B	1/2	
PONTIAC Catalina	122	63.7	64	V-8	4.06x3.75	52.8	245@4200	392@2000	389	8.6-1	5	18.4	21.5	21.4	-1 1/2 to + 1/2	+1 1/2 to + 1/2	0 to .082	
PONTIAC Star Chief & Bonneville	124	63.7	64	V-8	4.06x3.75	52.8	260@4200	400@2900	389	8.6-1	5	18.4	21.5	21.4	-1 1/2 to + 1/2	+1 1/2 to + 1/2	0 to .082	
RAMBLER American	108.5	57.37	55	6L	3.125x4.25	23.44	90@3900	150@1600	195.6	8-1	4	20	20	11	0 to + 1/2	-1 1/2 to + 1/2	1/2 to 1/2	
RAMBLER 8 Sedan	108	57.78	55	6L	3.125x4.25	23.44	127@4200	180@1600	195.6	8.7-1	4	20	20	10	0 to + 1/2	-1 1/2 to + 1/2	1/2 to 1/2	
RAMBLER Silver Hawk 6	108	58.78	56.13	V-8	3.5x3.25	30.2	215@4900	260@2500	250	8.7-1	4	20	20	20	0 to + 1/2	-1 1/2 to + 1/2	1/2 to 1/2	
RAMBLER Ambassador	117	57.78	56.13	V-8	4x3.25	51.2	270@4700	380@2600	327	9.7-1	4	22	20	19	0 to + 1/2	-1 1/2 to + 1/2	1/2 to 1/2	
STUDEBAKER Lark 6	108.5	57.37	56	6L	3x4	21.6	90@4000	145@2000	169.6	8.3-1	5	18	18	11	-1 to -2 1/2	0 to -1	1/2 to 1/2	
STUDEBAKER Lark 8	108.5	57.37	56	V-8	3.56x3.25	40.6	180@4500	260@2800	259.2	8.8-1	5	18	18	17	-1 to -2 1/2	0 to -1	1/2 to 1/2	
STUDEBAKER Silver Hawk 6	120.5	57.37	56.6	6L	3x4	21.6	90@4000	145@2000	169.6	8.3-1	5	18	18	11	-1 to -2 1/2	0 to -1	1/2 to 1/2	
STUDEBAKER Silver Hawk 8	120.5	57.37	56.6	V-8	3.56x3.25	40.6	180@4500	260@2800	259.2	8.8-1	5	18	18	17	-1 to -2 1/2	0 to -1	1/2 to 1/2	

ABBREVIATIONS

A—Powerglide 9, Turboglide 4.
B—Left prefer 1/2. Right prefer 1/2.
C—Power steering +1/2 to +1/2.
Manual +1/2 to +1/2.

D—One 222 cubic inches and one 261 cubic inches.
E—Valve-in-head.
L—L-head.
M—With Air Ride —1".

1—332-cubic-inch 81.20.
2—332-cubic-inch 225@4400.
3—332-cubic-inch 325@2200.
4—Power steering +1/2" to 1".
5—1/2" greater on driver's side.

Asking Stimulates Sales, Market Test Shows

"JUST asking the customer to buy is still by far the most effective way to stimulate sales."

That statement by M. S. Marsh of Standard Oil Co.'s marketing department summarized the results of an extensive spark plug marketing test, said to have increased sales an average of 84% at 35 participating service stations throughout Ohio.

Conducted jointly by Standard Oil Co. of Ohio and Champion Spark Plug Co., the test was undertaken to prove any dealer could increase sales—and profits—substantially by simply working harder to create selling opportunities and remembering to ask the customer to buy.

Sales made during a "normal" two-week period was compared to those made during a corresponding period in which a concentrated effort was made to solicit spark plug sales and service.

During the time of greater sales activity, dealers were allowed to use their own ingenuity insofar as sales approach and use of point-of-sale advertising were concerned. They were, however, requested to



Harold E. Streetman of Montgomery has been named executive vice president of the Automobile Dealers Association of Alabama, succeeding Frank R. Broadway, who resigned. Elevated from executive assistant, Streetman has been with the association eight years. He is a graduate of Alabama Polytechnic Institute and a member of the Automotive Trade Association Managers. For several years before joining the dealer association staff he was associated with Commercial Credit Corp. in Alabama.

limit sales activity to things which could be done by any dealer if he so desired.

At the conclusion of the test,

sales made at each station were compiled and tabulated. Outstanding increases in spark plug sales reported were said to have been due solely to the fact that station personnel took an extra few seconds to "ask for the order."

Holley Names O'Connor Automotive Manager

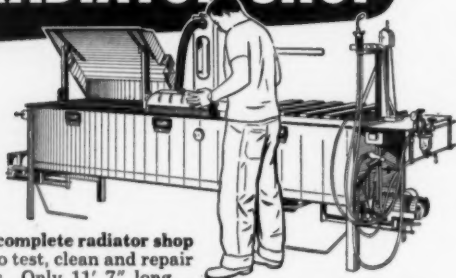
PROMOTION of Harry T. O'Connor to vice president and general manager of the automotive division of Holley Carburetor Co. has been announced by President George M. Holley, Jr.

O'Connor joined Holley seven years ago and since that time has been assistant to the President. For the past four years he has been a vice president. Nicholas J. Dann, formerly director of purchases, succeeds O'Connor as assistant to the president.

Buick Names Rideout PR Head

Gerald H. Rideout has been promoted from assistant to director of public relations for Buick, succeeding Waldo E. McNaught, who was appointed manager of divisional relations for the GM public relations staff at Detroit.

NEW! INLAND 1-Piece RADIATOR SHOP



Now—a complete radiator shop... easy to test, clean and repair radiators. Only 11' 7" long... handles all car radiators, many truck and tractor radiators. FREE FACTORY SCHOOL will train one of your men... and in only a part of his time he will produce nice additional profits. Many adding \$8,000-\$15,000 a year servicing radiators.

FREE 48-pg. book, all about Inland Radiator Shop, easy-pay plan, letters from shop owners.

INLAND MFG. COMPANY, Dept. SA-8,
1108 Jackson St., Omaha 2, Nebr.

WRITE INLAND MFG. CO., Dept. SA-8, 1108 Jackson St., Omaha 2, Nebr.
Please send free 48-pg. book describing new 1-Piece Radiator Shop, training school, prices, etc.

FIRM _____ PLEASE PRINT
ADDRESS _____
CITY _____ ZONE _____ State _____
BY _____ TITLE _____

If dealer, make of car sold _____
Are you now operating a radiator Dept.? ☐ Yes ☐ No

VELLUMOID

USE THE FINEST!

Specify Vellumoid for the finest in gaskets and gasket sets... job matched to your specific requirements. Vellumoid now offers Cylinder Head, Manifold, Exhaust Flange Gaskets and Overhaul Sets to assure trouble-free superior performance.

Ask your jobber about Coppermoid... He knows quality.

THE VELLUMOID COMPANY

Worcester, Massachusetts

"...they've come through every time..."

says **E. E. LOUTHAN** of Louthan-Dowell Motors,
Dodge-Plymouth dealer, Lubbock, Texas

"We began using COMMERCIAL CREDIT PLAN in 1943, and I can truthfully say that they've come through every time. We've never asked them to do anything they haven't done. If I had to pick the two features that help us most I'd say they are fast credit investigations and good collection service. It generally takes no more than 15 minutes to get a credit check. We can complete the sale on the spot. COMMERCIAL CREDIT knows how to collect money without making people mad and repossessions are rare. We use their training helps in our meetings and talk insurance and other features to help close sales. Our experience with COMMERCIAL CREDIT is 100% perfect."

Commercial Credit dealers are successful dealers

Write or call the nearest COMMERCIAL CREDIT CORPORATION office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it, today?



A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$225,000,000 . . . offices in principal cities of the United States and Canada.

1959 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bal.	FUEL SYSTEM		VALVES		
	Breaker Gap (in.)	Cam Angle (Degrees)	Contact Arm Spring Tension (ozs.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (in.)	Spark Advance Max. Centrif. (Degrees)	Spark Advance Mech. Adv. (Degrees)		Cap. & Ter. Gnd.	Carb. Mfg.	Fuel Pressure (lbs.)	Tappet Clearance Intake (in.)	Tappet Clearance Exhaust (in.)
BUICK Le Sabre.....	12.5-17.5	30	19-23	12bte	VD	30-35	12-16@3800	21@14.5"	70N	St-Ca	5 1/4-6 1/2	Au	Au	25bte
BUICK Invisia and Electra.....	12.5-17.5	30	19-23	12bte	VD	30-35	12-16@3800	21@14.5"	70N	Ca-RP	5 1/4-6 1/2	Au	Au	33bte
CADILLAC.....	16	30	19-23	5bte ¹	VD	35	16@2000	22@16"	70N	Ca-RP	5 1/4-6 1/2	Au	Au	39bte
CHEVROLET 6.....	16-21	28-35	19-23	tdc	FW	33-38	24-28@3500	15@8.5"	53N	RP	3 1/2-4 1/2	Au	Au	16bte
CHEVROLET 8 (283-cubic-inch V-8).....	16-21	26-33	19-23	4bte	VD	35	28@3750	15@15.5"	53N	Ca-RP	5 1/4-6 1/2	Au	Au	12 1/2bte
CHEVROLET 8 (348-cubic-inch V-8).....	16-21	26-33	19-23	4bte	VD	35	24@4600	15@15.5"	53N	Ca-RP	5 1/4-6 1/2	Au	Au	18 1/2bte
CHEVROLET Corvette.....	18	26-33	19-23	4bte	VD	33-38	28@3700	15@15.5"	53N	Ca	5 1/4-6 1/2	Au	Au	12 1/2bte
CHRYSLER Windsor.....	15-18	27-32	17-20	10bte	CaP	35	13-17@4700	19-25@16.4"	70N	Ca-BB	6-7	Au	Au	15bte
CHRYSLER Saratoga.....	15-18	27-32	17-20	10bte	CaP	35	13-17@4700	19-25@16.4"	70N	Ca	6-7	Au	Au	15bte
CHRYSLER New Yorker.....	15-18	27-32	17-20	10bte	CaP	35	17-21@4300	23-29@16.4"	70N	Ca	6-7	Au	Au	20bte
CHRYSLER 300E.....	15-18	27-32	17-20	10bte	CaP	35	11-17@2100	23-29@18.2"	70N	Ca	6-7	Au	Au	20bte
CHRYSLER Imperial.....	15-18	27-32	17-20	10bte	CaP	35	17-21@4300	23-29@16.4"	70N	Ca	6-7	Au	Au	15bte
CONTINENTAL.....	15	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15"	70N	Ca	5-6	Au	Au	22bte
De SOTO Firewheeler, Firestorm and Firebird.....	15-18	27-32	17-20	10bte	VD	35	17-21@4300	19-25@14.5"	60N	Ca-BB	6-7	Au	Au	15bte
De SOTO Adventurer.....	15-18	27-32	17-20	10bte	VD	35	17-21@4000	23-29@18.2"	60N	Ca-BB	6-7	Au	Au	20bte
DODGE Coronet 8.....	18-22	36-42	17-20	2.5bte	VD	35	15-19@3600	16-21@16"	50N	Ca-BB	6-7	10	10	12bte
DODGE Coronet V-8.....	15-18	27-32	17-20	10bte	VD	35	11-15@4600	17-23@13.2"	60N	Ca-BB	6-7	Au	Au	14bte
DODGE Royal and Custom Royal.....	15-18	27-32	17-20	10bte	VD	35	17-21@4300	19-25@14.5"	60N	Ca-BB	6-7	Au	Au	15bte
EDSEL Ranger.....	14-16	26-28.5	17-20	E	VD	32-36	29@3600	22@15"	55N	D	4 1/2-5 1/2	19	19	12bte
EDSEL Corsair.....	14-16	26-28.5	17-20	F	VD	32-36	29@4000	22@15"	55N	D	4 1/2-5 1/2	Au	Au	22bte
FORD 8.....	24-26	35-38	17-20	T	VD	32-36	16@2400	22.5@8.5"	55N	H	4-5	19	19	17bte
FORD 8 Custom 300.....	14-16	26-28.5	17-20	W	VD	32-36	29@4000	22@15"	55N	D	4 1/2-5 1/2	18	18	12bte
FORD 8 Fairlane and Fairlane 500.....	14-16	26-28.5	17-20	W	VD	32-36	29@4000	22@15"	65N	D	4 1/2-5 1/2	Au	Au	22bte
FORD Thunderbird Hardtop.....	14-16	26-28.5	17-20	T	VD	32-36	28@4000	18@15"	55N	D	4 1/2-5 1/2	Au	Au	22bte
FORD Thunderbird Convertible.....	14-16	26-28.5	17-20	T	VD	32-36	29@4000	21@15"	65N	Ca	5-6	Au	Au	22bte
LINCOLN.....	15	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15"	70N	Ca	5-6	Au	Au	22bte
MERCURY Monterey.....	15	26-28.5	17-20	6bte	VD	32	29@4000	22@15"	55N	Ho	4 1/2-5 1/2	19	19	16bte
MERCURY Montclair & Park Lane.....	15	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15"	65N	Ca	5-6	Au	Au	22bte
OLDSMOBILE 88 and 98.....	16	28-32	19-23	5bte	VD	30	22-26@4400	23.5@21"	70N	RP	5-6	Au	Au	16bte
PLYMOUTH 8 Savoy and Belvedere.....	18-22	36-42	17-20	2.5bte	VD	35	15-19@3600	16-21@16"	50N	Ca-BB	6-7	10	10	12bte
PLYMOUTH 8 Savoy, Belvedere and Fury.....	15-18	27-32	17-20	10bte	CaP	35	16-20@4600	24-29.5@18.2"	50N	Ca-St	6-7	10	10	17bte
PLYMOUTH Golden Commando.....	15-18	27-32	17-20	7.5bte	VD	35	17-21@4000	23-29@18.2"	60N	Ca-St	6-7	Au	Au	20bte
PONTIAC Catalina.....	16	28-32	19-23	6bte	CaP	33-38	20@2900	19@13.5"	53N	Ca	5 1/4-6 1/2	Au	Au	22bte
PONTIAC Star Chief and Bonneville.....	16	28-32	19-23	6bte	CaP	33-38	20@2900	19@13.5"	61N	Ca	5 1/4-6 1/2	Au	Au	30bte
RAMBLER American.....	16	28-35	19-23	5bte	VD	33-37	16@4000	13@11"	40N	Ca	4-5.5	16	16	10bte
RAMBLER 8.....	16	28-35	19-23	5bte	VD	33-37	24@4200	23.5@17"	45N	Ho	4.5-5.5	12	12	12.5bte
RAMBLER Rebel.....	16	28-32	19-23	tdc	VD	33-37	38@4000	25.5@15"	50N	Ho	4.5-5.5	16	14	12.5bte
RAMBLER Ambassador.....	16	28-32	19-23	5bte	VD	33-37	38@3900	22@16"	60N	Ho	4.5-5.5	Au	Au	12.5bte
STUDEBAKER Lark 8.....	20	38-40	17-20	2bte	VD	28-33	14@2800	18@12"	50N	Ca	3 1/2-5 1/2	18c	18c	15bte
STUDEBAKER Lark 8.....	13-18	28-34	19-23	4bte	VD	33-38	24@2400	16@12"	60N	St	3 1/2-5 1/2	25-27c	25-27c	11bte
STUDEBAKER Silver Hawk 8.....	20	38-40	17-20	2bte	VD	28-33	14@2800	18@12"	50N	Ca	3 1/2-5 1/2	18c	18c	15bte
STUDEBAKER Silver Hawk 8.....	13-18	28-34	19-23	4bte	VD	33-38	24@2400	16@12"	50N	St	3 1/2-5 1/2	25-27c	25-27c	11bte

ABBREVIATIONS

1-1/2" greater on driver's side.
 atdc—After top dead center
 Au—Automatic.
 BB—Bal. and Bal.
 bte—Before top center.
 c—Cold.
 Ca—Carter.

CaP—Crankshaft pulley.
 D—Ford or Holley.
 E—Std. Trans. premium fuel 3"bte.
 Auto. Trans. premium fuel 6" to 10"bte.
 F—Premium fuel 5" to 10" bte.
 With 361-cu.-in. engine, Std. Trans. 3" to 10"bte.
 With Auto. Trans. 6" to 10"bte.

FW—Flywheel.
 H—Holley.
 N—Negative.
 RP—Rochester Products.
 St—Stromberg.
 T—4" bte Std. or O.D. Trans.
 6" Automatic Trans.

tdc—Top dead center.
 VD—Vibration damper.
 W—3"bte Std. or O.D. Trans.
 6" bte Automatic Trans.
 —"Q" engine 7.5"bte.

The only anti-freeze
that gives you
the extra sell
of **2**
big
names



DU PONT ZEREX[®]

*Protects better chemically... prevents rust clogging
because only "Zerex" contains MR-8*



BETTER THINGS FOR BETTER LIVING THROUGH CHEMISTRY



Each year for the past five years Voss-Hutton-Barbee Co. of Little Rock, Ark., has sponsored paint and body classes in a school conducted for school-bus mechanics by the transportation division of the state education department at Arkansas Polytechnic College in Russellville. Sherwin - Williams has conducted the classes, with instructors this year being Al Howard and Ray Potts. Mechanics are divided into two groups—each group completely finishing one bus. Pictured are this year's classes and two refinished jobs. Attendees also receive instruction in motor maintenance, wheel alignment, brakes, welding, tune-up and transmission repair.

Stant's Sensational new Universal Tester



**ST-255
FOR PRESSURE CAPS
AND COOLING SYSTEMS**

- NEW DESIGN** Stant's ST-255 Universal Cooling System Tester has outstanding successful features of other Stant Testers . . . accuracy . . . ruggedness . . . wear resistance . . . *plus NEW flexibility!*
- VERSATILE** Flexible, 14" high-pressure hydraulic hose connects radiator adaptor unit to Tester body . . . can be used anywhere a regular cap can be operated . . . clears all obstructions . . . fits both long and short necks . . . no adjustments required.
- EASY TO USE** Easy to hold . . . easy to read gauge . . . fewer pump strokes to test cap or cooling system.
- RUGGED** Chromium plated brass pumping cylinder . . . chromium plated high pressure die casting end cap and body . . . wear-proof accurate cam lugs . . . cast adaptors. Simplified servicing.
- METAL BOX** Strong steel box with latches and handle for easy portability and storage.

TRUCK ADAPTORS are available for larger size filler necks and threaded necks as on Whites and some GMC units.

BARGAIN

Stant has a Special Introductory Offer which puts you in business to service 95% of all cars and trucks at minimum cost.

used on America's finest automobiles as standard equipment for a generation

STANT MANUFACTURING CO., INC., Connersville, Indiana

Building Fast, Economically

(Continued from page 51)

steel company. As architects usually charge five to ten per cent, this is quite a savings itself. Naturally, where a building can be erected in a hurry, an enormous amount of labor is saved at today's wages.

One advantage of the steel building is the versatility permitted so far as offices, storage room, bathrooms and utility rooms are concerned. These can be arranged to fit individual needs and actually changed if desired without interfering with the framework of the building itself.

Since the building was erected nearly two years ago, Bentley said not a dime has been spent in repairs and "if we had to do it over again, we would erect exactly the same kind of building."

It is fire-resistant, vermin-proof and downright attractive in appearance.

Gillam Dies in Warrenton, N. C.

E. E. Gillam of Gillam Auto Co. (Pontiac-Oldsmobile), Warrenton, N. C., died last month following a lengthy illness.

THINKING OF CHANGING BATTERY BRANDS



Careful now! Don't be misled by the same old battery run-around. Go Willard. They know your problems, your needs. Why? Willard's been selling through dealers, like yourself, for over 50 years.



You always know where you stand with Willard. No over-night changes in sales policy to confuse you; Willard gives you the best in quality, price, and profit.

For half-a-century Willard has been pre-selling for dealers—building consumer acceptance with national advertising. Newspaper ads for your market tell your customers that you are headquarters for Willard batteries. All types of promotional helps and merchandising aids, too. Signs, displays, direct mail, everything to help you take advantage of Willard's acceptance.

No other brand offers so many salable, patented features . . . a battery type and price for every buyer from the premium Super Master to the bargain-priced Autex, including all popular 12-volt types. Your choice, dry charged or wet (*acid's free*) . . .

Why wait! Willard's the hot one. More dealers than ever are switching . . . your local Willard distributor can show you why.

Willard has the deal you can live with, profit with. Stop getting the battery run-around, start getting the straight facts from Willard.

Willard

Willard Storage Battery Division
P.O. Box 6266, Cleveland 1, Ohio

Please give me the name of my nearest Willard Distributor.

Name

Street

City

State

From 16,000 to 450,000 gallons per month in 34 years with Texaco!

Here is another case history proving that good men can "grow with Texaco." It's the story of Consignee Charles H. Miller, Miller Oil Co., Zanesville, Ohio.

Mr. Miller teamed up with Texaco in 1925. "At that time, we had a thruput of about 16,000 gallons a month," he says. "Today we are averaging better than 450,000 gallons a month."

Mr. Miller has a sound formula for success in the petroleum industry.

"First, you must have products known and accepted by car owners from coast to coast," he says. "Also of great importance is a consistent program of Dealer training. If they are properly trained in every phase of station operation, the Consignee or Distributor can be assured of a solid future."

"We like to do business with Texaco," he says. "They give us complete cooperation, and you can trust the man behind the contract."



Here is "Texaco Town Hall," where Mr. Miller conducts training conferences for his Dealers. Emphasis is placed on salesmanship, product and technical information. The program has

developed a group of capable and aggressive Dealers. As a builder of public good will, "Texaco Town Hall" also serves as a Conference Room for the people of Zanesville.



Dispatcher Earl Search gives orders to driver of this 4,000-gallon semi-tractor unit. Mr. Search is also the Bulk Plant Manager, with 25 years of service. Six truck units are required to service the firm's operation.

Why there's a solid future with Texaco

Here are 6 reasons why Dealers and Distributors grow with Texaco:

1. *The best petroleum products*, known and accepted by car owners nationwide. Continuous research and development insure that Texaco will always have outstanding products.
2. *The best and biggest national advertising program* . . . constantly selling Texaco Dealers to car owners everywhere.
3. *The best point-of-sale and direct mail promotional material* to help bring in motorists and bring them back!
4. *The best customer credit card* — in fact,

the only petroleum credit card honored under one sign nationwide.

5. *The best retailer policy* — Texaco helps its Dealers to market nationally-advertised and accepted TBA products.

6. *The best opportunity to cash in on "touring" business* — because Texaco customers at home like to stop at Texaco stations when on the road. This means you have more than 40,000 other Texaco Dealers helping you.

A solid future is one of the advantages of being a Texaco Dealer or Distributor. There may be an opportunity for you. Investigate . . . send this coupon to:



This modern station, operated by Texaco Dealer Tom Cover, is typical of the Miller Oil Company's 41 Dealer outlets. These Dealers have a total of 445 years of service. 24 have received Texaco Dealer awards for 10 years or more, and 3 for 30 years.

Key personnel who are important to the company's success. They have a total service record of more than 100 years! Left to right: Robert E. Davis, Sr.; Mr. Miller; Harold Wiles; Earl Search;

Willard E. King; and Mr. Miller's son, James E. Miller. Special service awards, pension and insurance plans and other benefits are responsible for the low turnover in personnel.



SALES MANAGER
TEXACO INC.
135 E. 42nd Street, New York 17, N. Y.

I would like to get complete information about the possibility of teaming up with Texaco as a ☐ Dealer, ☐ Consignee, ☐ Distributor. (Please check).

NAME _____

STREET _____

CITY _____

STATE _____

Readers are invited to contribute to— **SHOP TALK**

SPELING OUT SELING

The *Times-Picayune* of New Orleans, La., passes along this story of a traveling salesman:

"An automobile manufacturer's newsletter tells of a newly-hired traveling salesman who shocked all the brass in the sales depart-

ment with his first report which read: 'I seen this outfit which they ain't never bought a dimes worth of nohing from us and sole them a cuple hundred thousand dollars of guds.'

"While catching their breath and wondering what to do with the ignoramus, along came ano-



A column of informal comments about the automotive trade and its problems.

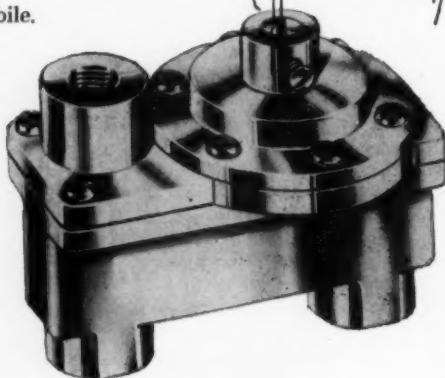
Now, Stock just ONE Fuel Pressure Regulator

PACCO
Full Range, Adjustable
Flow-trol

Factory adjusted for
83% of all cars.

Simple screw adjustment
adapts it for foreign cars, trucks, tractors,
marine and industrial engines.

Available fitting extends coverage
to all cars except
Pontiac and Oldsmobile.



SPECIAL DISPLAY UNIT

Yours free with order of
one dozen. Display hangs or stands.
Ask for stock number PD-12.

**PRECISION
AUTOMOTIVE
COMPONENTS CO.**
Manchester, Mo.



er letter: 'I cum hear and sole them haff a millyon.'

"The next morning, to the amazement of everyone, both letters appeared on the bulletin board, with one also signed by the president as follows:

"We ben spending too much time trying to spel instead of trying to sel. Lets wach thoes sails. I want everybody should read these letters from Gooch who is on the rode doing a grate job for us, and you should go out an do like he don."

NO SAVVY

A fast course in conversational Spanish would have been a boon to Ned Holland of Holland Auto Supply, Inc., Greenville, S. C., and his family on a recent 6,000-mile trip they made to and through Mexico, where they visited Mexico City, Monterrey, Taxco, Zimipan, Acapulco and other points of interest.

Especially would Ned have found a knowledge of the language useful when he visited an automotive parts wholesaler in Monterrey who couldn't speak English.

"Apparently they thought I wanted to buy a part," he said, "and never understood that I just wanted to look around.

Address any comments to: *Southern Automotive Journal*, 806 Peachtree St., N.E., Atlanta 8, Ga.



Chevy's best
to do business with
...sales records prove it!



CHEVROLET TASK-FORCE 59 TRUCKS

Sky-rocketing sales figures tell the story: Chevrolet's Task-Force 59 trucks offer more of what it takes to boost profits for both truck buyers and truck sellers!

136,364 sales registered during the first 5 months of '59 . . . 25,672 more than the second place truck!*

That's the way the Chevrolet truck sales picture is shaping up this year; the new Task-Force line is rolling ahead like never before, literally running away from the field.

Of course, sizzling sales paces are nothing new to Chevy. Records show that these trucks have been the run-away favorites among truckers each production year, continuously, since 1937.

When a truck builds boosters so efficiently for so long, there can only be one reason: It's the truck proved most efficient at boosting profits.

That's a fact, whether you use Chevy trucks or sell them! Chevrolet Division of General Motors, Detroit 2, Mich.

*Official registrations for all trucks as compiled by R. L. Polk & Co. All states through May 31, 1959 except Oregon. Oregon through April 30, 1959.

"When I left, one of the counter-men followed me down the street a half-block still trying to find out what I wanted. At least he was aggressive!"

MISSING HIS "MARK"

If your name is Mark and you want a job, chances are W. E. "Slim" Southard, operator of a service station on East Main and Dean Streets in Spartanburg, S. C., will hire you. He has his reasons:

"I have five Biblical characters working for me. Their names are Matthew, Luke, John, James and Elisher. Please help me find Mark."

FORD COPS CHEVY

Ford filched a Chevrolet owned by Buick and found himself in a mess of trouble.

Henry Ford, an 18-year-old Negro of Shreveport, La., was found with another teenage boy in a Chevrolet owned by Buick Bristo,

a Negro from Mansfield, La.

Ford was haled into city court for using the Chevy without Buick's permission!

FOR PARKING HOG

This card is going the rounds now. Maybe you'd like to have some printed up to give away with your promotion (but you hardly will want your firm name tied up with the card!):

THANKS!

FOR TAKING TWO PARKING PLACES

I HAD TO PARK TWO BLOCKS AWAY, YOU STUPID, INCONSIDERATE MORON

Jeep Retail Sales Jump 44% Above Last Year

JEEP domestic retail sales the first six months of 1959 were 44% ahead of the corresponding period of 1958, according to Cruse W. Moss, vice president and general sales manager of Willys Motors, Inc.

Factory sales to dealers exceeded the 1958 first half by 67%, Moss said, while sales of parts and specialized Jeep equipment were 18% ahead of last year. Recent introduction of a two-wheel-drive station wagon—the Maverick Special—aided sales sharply.

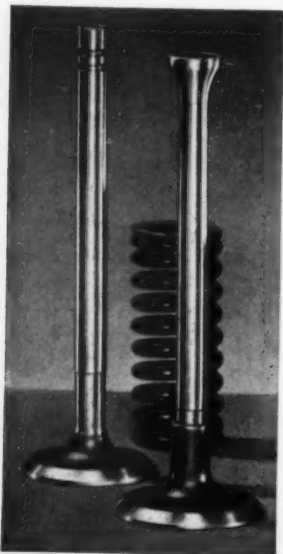
Law on Brake Fluid Set for Alabama

A LAW setting up minimum standards (SAE 70-R-1) for brake fluid, effective this coming Jan. 1, has been enacted by the Alabama legislature.

The measure calls for an annual registration fee of \$10 for each brand of brake fluid registered with the commissioner of agriculture and industries.

Smithfield Tarheels Elect

W. O. Buie of Buie Motors, Inc. (Mercury-Edsel-Lincoln), has been elected president of the Smithfield (N. C.) Automobile Dealers Association. Other officers are A. M. Baggett, Wilson Chevrolet Co., Inc., vice-president, and Newitt P. Williams, Williams Motor Co., Inc. (Buick), secretary-treasurer.



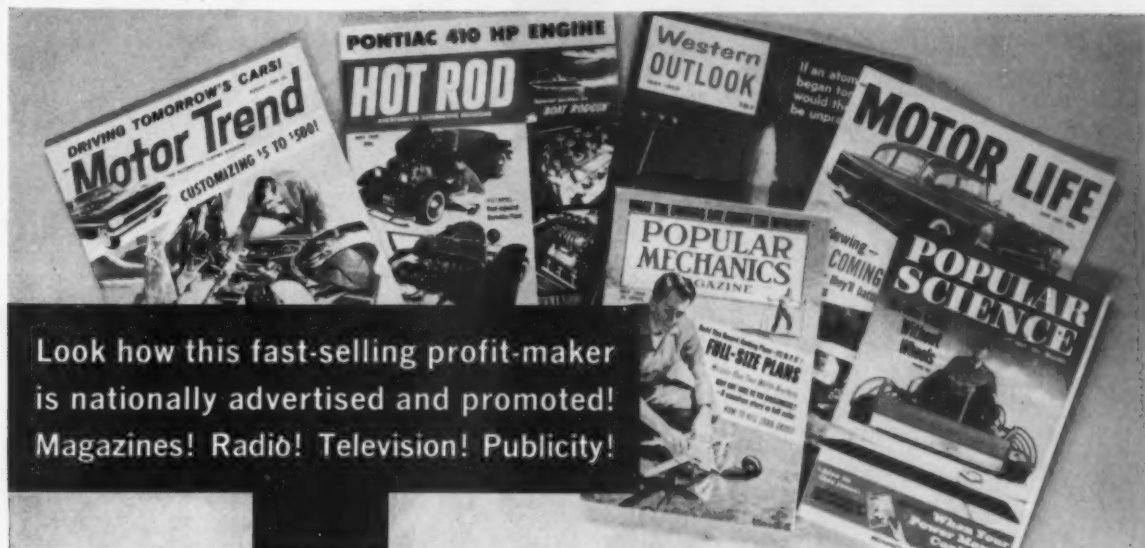
"THIS IS THE PLACE WITH THE REASONABLE PRICES I WAS TELLING YOU ABOUT!"

motor jobs turn out sweeter when you install . . .

Manley airchrome valves and springs

Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representatives: Hirsig-Brantley Co., Jacksonville; J. S. Connell Co., Dallas.

NEW Electronic **GLIDE CONTROL***



Look how this fast-selling profit-maker is nationally advertised and promoted! Magazines! Radio! Television! Publicity!

GLIDE CONTROL is the only dependable low-cost speed control designed for any car.

PROMOTED MONTH AFTER MONTH

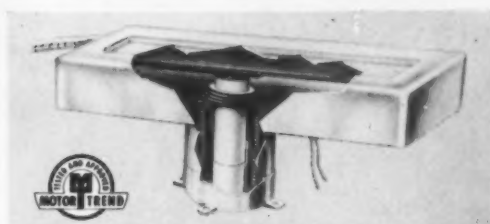
GLIDE CONTROL advertising and publicity are pre-selling prospects—urging them to investigate and install this tested and approved throttle control. And this promotion is being constantly stepped up. Join the thousands of dealers who are boosting profits with this fast-selling automotive accessory.

PROFIT PLUS!

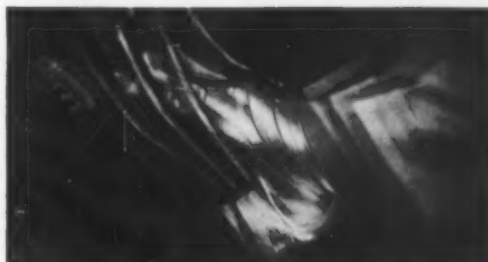
GLIDE CONTROL retails for \$29.50 in the U.S.A.—slightly more in Canada. Included is a big built-in profit for you. But that's not all! Installation is simple—takes less than one hour in ANY car. Installation charge is PROFIT PLUS for the dealer!

UNMATCHED PERFORMANCE!

GLIDE CONTROL cuts gasoline use up to 25%—pays back its full cost within a few months. Relieves driving fatigue. Maintains constant driving speed automatically. Provides safe toe-tip control. Available in two models—for 6 and 12 volt systems.



GLIDE CONTROL is a perfected, precision-made instrument that holds speed constant by precisely measuring fuel-flow. It has been awarded the MOTOR TREND Seal of Approval.



"PEDAL PALPITATION" wastes rpm, wastes gasoline, puts strain on driver's right leg. New electronic GLIDE CONTROL stabilizes fuel-feed and speed...guarantees fuel savings...enables driver to arrive fresh and relaxed from cross-country and thruway trips.

CLIP AND MAIL COUPON NOW



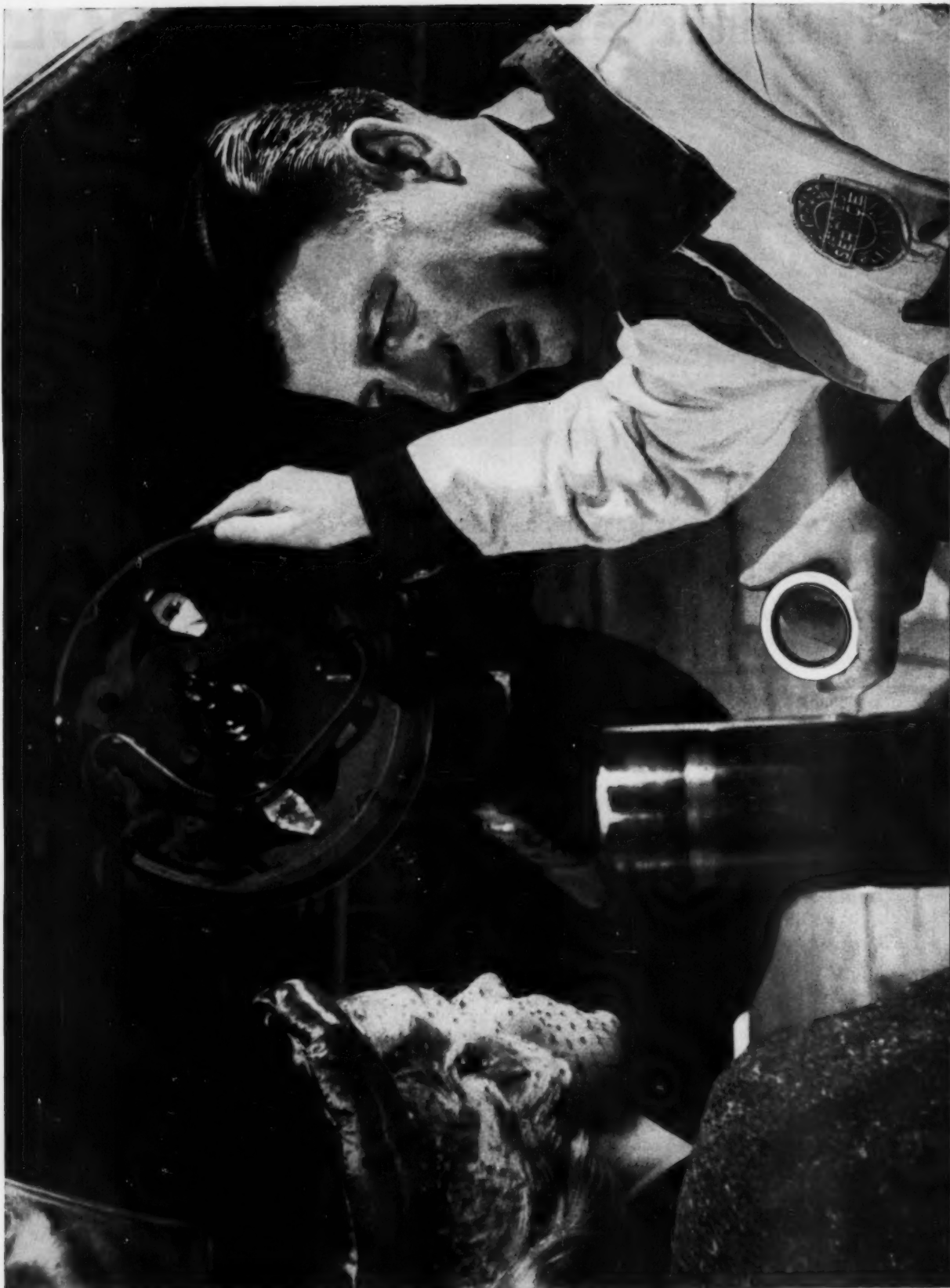
*Trade Mark


SOLD ONLY THROUGH AUTOMOTIVE JOBBERS AND WHOLESALERS

If not available locally, write, wire or phone

GLIDE CONTROL CORP. Department SJ-8
1608 Centinela Ave., Inglewood, California

Name _____ I am a:
Name of Firm _____ (check one)
Address _____ ☐ distributor
City _____ State _____ ☐ retailer





"Ma'am

brake linings a break... and driving safety demands dependable, properly functioning parts!"

A window washer will buy a new safety belt occasionally, not because the old one has broken, but simply because it is getting old. The same thinking applies to oil seals. When an oil seal fails on the job, expensive repairs, or even an accident, can result.

Take brake linings, for example. New seals keep bearing grease in—worn seals may leak grease onto brake linings causing dangerous braking fade. Most of your customers don't know enough about automobiles to ask you to replace oil seals—but they expect *you* to spot signs of trouble for them. Never permit a seal to wear out. Protect your customers against big, unnecessary repair bills and keep them safe. Always replace with top-quality oil seals—the brand chosen by vehicle manufacturers—Chicago Rawhide.



CHICAGO RAWHIDE
MANUFACTURING COMPANY
SERVICE SALES DIVISION
ELGIN, ILLINOIS

KEEP SEALS IN STOCK—
Don't pass up sales because seals aren't handy. From C/R you get only the seals you need to service your customers—plus convenient cabinet, time-saving installation tool, and free bonus oil seals!



SEND FOR INFORMATIVE BOOKLET

—768 SEALS IN STOCK—
TEASE YOUR CUSTOMERS
about seals and safety
—FREE INFO—



Dear Bill,

We had our annual "visiting firemen" this week when the mechanics and service managers from the various dealerships from around the zone completed their training at the plant on the new stuff and paid us the usual visit.


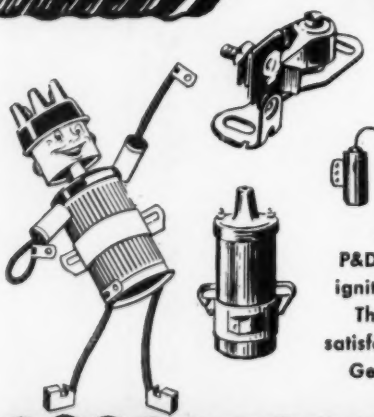
We always learn a lot from them—sometimes in reverse English—when they question us on something we are doing, and we thereby begin to wonder just why we are doing it that way. Habit is such a tight corporation that actu-



FOR TOP PERFORMANCE

P&D-ize

**ALL IGNITION SYSTEMS
ONCE A YEAR**



Once a year is all you need to P&D-ize any ignition system—for all P&D ignition parts are warranted a full year! Think what that means in customer satisfaction and real power performance! Get the P&D-ize story now and start making bigger profits.

P&D MANUFACTURING CO., INC.
STARTING - LIGHTING - IGNITION
19-02 STEINWAY ST., LONG ISLAND CITY 5, N. Y.
Export Sales: Borg Warner International, 36 So. Wabash Ave., Chicago 3, Ill.

ally too little thought goes into routine procedures after you once settle on the method of doing the work.

But some of their questions and complaints point up the cause for so many of the dealers' sad stories about their service departments and their often-voiced wish that they could operate from a sales lot and leave the service to someone else. If the service isn't done profitably, you can sympathize with them, but then you ask yourself: Why aren't they operating their shop at a profit?

From what some of the boys said, you could easily see that their bosses were economizing themselves into a red-ink operation. Economizing by slicing fat and economizing by slicing muscle is a different story, and the latter is what some of them are doing.

It has been our system to keep each mechanic doing "overlap" jobs when certain jobs are being done by a machine or a machinist or have been sublet. If there's no further work on his particular job, we start another. There is no money being made by a "waiting mechanic." The boys were amazed at the short time required for us to turn out the brake jobs we were advertising as a special for the week. Some of them were so certain that we were short-cutting the job when they saw the price advertised that they had to see for themselves that we did every step in the book—and tossed in a special examination just on the chance we might sell a little hydraulic system work, oil seals, or alignment jobs, not to mention a report on the shocks.

We learned from their comments that they were surprised that the mechanic didn't "rest his back" while watching the brake drum lathe cut his drums. They were also surprised to find that one shop should have more than one drum lathe—for they had only one or



DKW AMERICAN, INC.

announces
the appointment of



MERCEDES-BENZ SALES, INC.

as the national distributor
of DKW automobiles

Linking two of the greatest names in European automotive manufacturing, this new affiliation has been formed to expand the distribution, sales and service of DKW passenger cars and commercial vehicles in the United States. Fully experienced in all phases of imported car marketing, Mercedes-Benz Sales, Inc. (subsidiary of Studebaker-Packard

Corporation) has an outstanding record of success in the distribution of Mercedes-Benz cars in the United States. The aim of Mercedes-Benz Sales, Inc. will be to utilize this comprehensive working knowledge, of the imported car field, to further strengthen and accelerate the increasing interest and acceptance of DKW by the American motoring public.

DKW AMERICAN, INC. / 630 Fifth Avenue / New York 20, New York

none at all. The parts cleaners didn't take any more of the mechanic's time than it took him to load and unload his parts. Apparently much of their time is wasted on parts cleaning which could be done by a good machine or at least an untrained man. Jacks and stands shortages also delayed their work in this department, and many didn't have torque wrenches for fast spinning.

Dealers who place stumbling blocks under the feet of their mechanics would indeed be lucky to

make a profit from their work in this competitive market. Of course the men have to be trained and instructed in the use of the labor savers to take advantage of the savings they can bring if they are used right. If they use the time saved to catch up on their gossip, they can't cut it. But after watching the equipment properly used, I think many of them would like to try for a more efficient operation and would go along to make their shops profitable.

Yrs, Ed.



MODEL D-50 DYNOMASTER... AUTOMATIC TRANSMISSION TEST STAND

NOW... you can test rebuilt automatic transmissions before installing in the car. S-V Model D-50 DYNOMASTER has an input speed range from 375 to 2000 RPM—load application to output shaft regulated by hydraulic pump, controlled by needle valve. Instrument panel has six pressure gauges measuring pressures on all units tested. Start and Stop buttons for operator convenience.

A Tachometer indicates input shaft RPM; speedometer to show relative transmission speed at shift points; a brake pressure gauge shows applied brake load at pump. Easy servicing and maintenance; operating mechanism enclosed for safety. Oil Pump and Filter assembly permits draining transmission and reclaiming oil after testing. Economical, efficient, profitable. Standard equipment includes adapters for all popular transmissions.

Write for Free Literature on all S-V Equipment

STORM-YULCAN, Inc.

MANUFACTURERS OF AUTOMOTIVE ENGINE REBUILDING EQUIPMENT
2225 Burbank Street • Fleetwood 1-3735 • Dallas 35, Texas

Chevy Suggests Remedy On Chamber Deposits

CHEVROLET Division has issued the following bulletin on combustion chamber deposits:

Recommended ignition timing (spark advance) settings for all Chevrolet engines and use of recommended types of fuel will normally eliminate excessive spark knocking, pre-ignition and detonation.

However, as mileage accumulates, combustion chamber deposits are apt to form which effectively increase the compression ratio, and may result in detonation or "spark ping." The rate and type of carbon accumulation is dependent upon the fuels and engine oils used, operating conditions and driver habits. When it is known that recommended fuels are being used and an engine is still detonating with the correct spark setting, the most frequent cause is the presence of combustion chamber deposits. The removal of such deposits will contribute greatly to restored engine performance and efficiency, and a satisfied owner.

GM carburetor and combustion chamber cleaner, part No. 3727702, is recommended to remove combustion chamber deposits. It contains a combination of solvents, penetrating agents and lubricating oil to remove deposits from the carburetor, intake manifold, valves and combustion chambers. The results, coupled with a good tune-up, will smooth out engine operation, stabilize idling and improve acceleration. Periodic use of this product will help maintain an engine in peak operating condition.

Front Seat Operation Altered by AMC

THIS bulletin on the front seat adjuster spring of the Rambler American series has been issued by American Motors Corp.:

To improve front seat adjuster slide operation, production has removed the right seat adjuster spring.

On units built prior to May 10, where difficulty is encountered in moving the front seat forward, the right seat adjuster spring should be removed and discarded.

Clean and lubricate the seat adjuster slides periodically to assure ease of operation.

Why not try for seven bucks? See page 117.

One and the Same

FOR ORIGINAL EQUIPMENT
OR REPLACEMENT

DETROIT
ALUMINUM
AND
BRASS

Michigan
HI-THERM



engine
bearings

Michigan **HI-THERM**

ENGINE BEARINGS

There is only one right way to manufacture engine bearings. Michigan Hi-Therm bearings for replacement and the bearings we supply to original equipment customers are one and the same. Our complete Michigan line is made to the same standards, of the same materials, by the same craftsmen. We can meet all your engine bearing needs from babbitt to heavy duty copper-lead. Ask your jobber for Michigan Hi-Therm.



*The most satisfactory bearing
jobs come from the red, yellow
and black Michigan box.*

Detroit Aluminum & Brass Corporation
3975 Christopher Avenue
Detroit 11, Michigan

Manufacturers of engine bearings
for original equipment since 1925

VISUAL PROOF! ALL-5

WHAT NO OTHER MULTI-PURPOSE



Packed in exclusive plastic tube with compact counter display in each case of 12.



Most efficient product for cooling systems since cars were invented! Works with any anti-freeze, contains no soluble oil, is always ready to use. Seals leaks, prevents rust, seals cracked blocks, stops seepage, lubricates water pumps. Another advantage is that the alkaline reserve in All-5 prevents the acidity that causes corrosion.

Sealing efficiency of best competitive product is compared with that of All-5. Competitive product is in standard 1-qt. metal can, which has been pierced with five .041 in. holes in bottom. Can is subjected to approximately 3-4 lb. of internal pressure. Fluid spurting from holes in bottom indicates partial sealing failure. Sealing is accomplished by particles of cellulose in All-5.

**VALUABLE
PREMIUMS
WITH
WHIZ FALL DEALS!**

Get valuable FREE premiums with your purchases of Whiz chemicals on either of two new Fall Deals. Act now—call your Whiz distributor for full details. This offer is for a limited time only.



New-model Ronson C.F.L. Electric Shaver for men—or the famous Lady Ronson



McGregor Scarlet Hunting Shirt

DOES FOR COOLING SYSTEMS RADIATOR PRODUCT CAN DO!



Most competitive products use cellulose in one particle size—ineffective except on holes of nearly comparable size. All-5 has particles in three different sizes, ranging from a few thousandths of an inch diameter to maximum size possible without impairing radiator circulation. Above, All-5 in solution is under 15 lb. pressure. Holes are still securely sealed.

Can with All-5 is now at nearly 30 lb. pressure, more than that found in even the newest cars with high-pressure cooling systems. Holes in bottom of can are still securely sealed. Fluid is spurting out where pressure has opened seams of can. To withstand the high operating temperatures inside the engine, asbestos fibers are included in All-5 to seal tiny block cracks.

CASH IN ON THESE OTHER WHIZ COOLING SYSTEM SPECIALTIES, TOO—

Instant Sealer—Stops gasket seepage, radiator leaks, withstands pressures 300-500% above normal. Contains rust inhibitor, mixes with any anti-freeze.

Kleen-Flush—New ingredient, Oxadet, dissolves rust, scale, grease, other deposits rapidly, renews cooling system efficiency. No reverse flushing needed.

Rustop—Prevents cooling system rust and corrosion, lubricates sealed water pumps. Clears rusty water. Always use after flushing. Mixes with all anti-freezes.

Metal-Seal—Heavy duty block and radiator sealer does not char or rot out. Seals aluminum, cast iron, steel. Will not clog cooling system.

Klear-Flo—Fast alkaline cooling system cleaner—economical, easy-to-use liquid. Removes loose rust, scale, sludge, dissolves grease. No neutralizer needed.

Quik-Seal—Powder swiftly forms leakproof seal in radiators, water jackets, hose connections. Harmless to aluminum heads, rubber hose. Packed in self-merchandise.

For more information on any Whiz products, contact your Whiz distributor—or write to



AUTOMOTIVE CHEMICALS

Quality products since 1888

R. M. HOLLINGSHEAD CORPORATION • CAMDEN, NEW JERSEY

Sunnyvale, Calif.

Toronto, Canada

Servicing '59 Chevy

(Continued from page 70)

molding and lift molding free of clip. Repeat this operation at each molding retaining clip.

4.—To install back window side reveal molding, first apply body caulking compound over molding clip bolt hole; then position molding to roof rail so that flange of molding is between retaining clips and body metal. Push molding at retaining clip locations until molding is properly secured by retain-

ing clips.

Back window upper reveal molding (except sport sedan):

Removal and installation:

1.—On either the right or left side of body, remove back window side garnish molding and back window side reveal molding.

2.—Using the special tool (see Fig. 3), carefully lift the upper end of molding sufficiently to engage hooked end of tool between molding and molding clip, as indicated in Fig. 3. Then disengage prongs of clip from molding and lift mold-

ing free of clip. Repeat this operation at each molding retaining clip. Carefully disengage end of molding from under side reveal molding and remove from body.

Back window assembly (standard sedans and sport coupe):

Removal:

1.—Place protective coverings over rear seat cushion and back assemblies, over parcel shelf trim and over painted surfaces around back window.

2.—Remove back window garnish moldings.

3.—Remove back window reveal moldings. See "back window reveal moldings" above styles.

4.—From inside of body, carefully break seal between lip of rubber channel and pinchweld flange around perimeter of glass.

5.—Carefully push back window and rubber channel assembly outward until lip of rubber channel is disengaged from body pinchweld flange.

Last Step in Removal

6.—With aid of a helper, lift complete assembly from body opening and place on a protected surface. Remove rubber channel from glass.

Installation:

Important: Care should be exercised to make certain glass does not strike body metal during installation as edge chips can cause tempered glass to shatter. Do not attempt to grind glass.

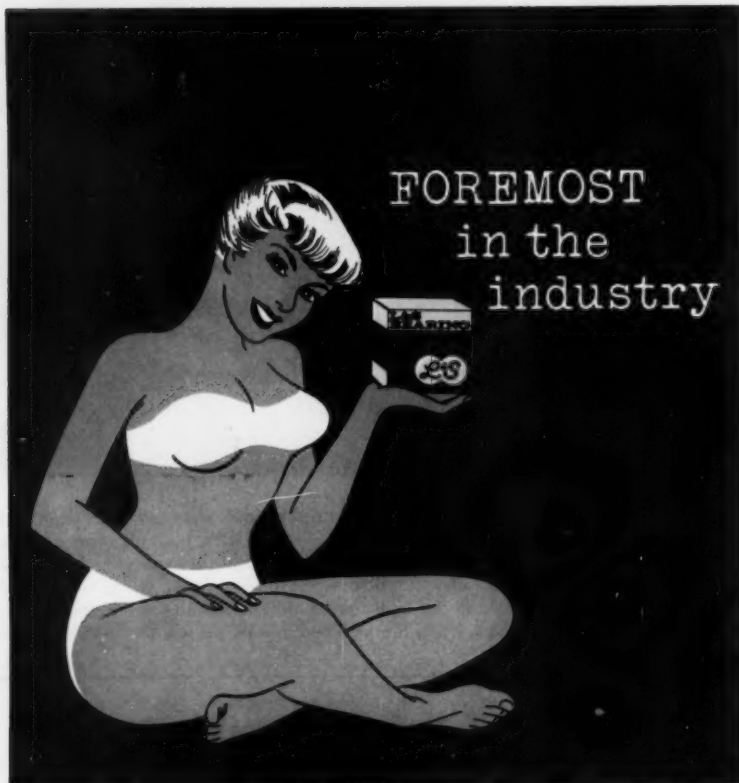
1.—Clean original sealer from back window body opening and rubber channel and install rubber channel to glass.

Important: Before installing back window glass, check the back window body opening and pinchweld flange for any irregularities and correct, where necessary. Mark center of back window and body opening.

2.—Check installation of upper and side reveal molding clips at pinchweld flange and replace clips, where necessary. If replacing clips, apply medium-bodied sealer to opening rabbet, as shown at "1" in Fig. 4, prior to installing clips.

3.—Apply a continuous bead of medium-bodied sealer (approx. $\frac{1}{4}$ " diameter) in corner of rabbet, as shown at "2" in section "B-B", Fig. 4, across top of opening on standard sedan styles, plus down the sides on sport coupe.

4.—Insert a strong cord into pinchweld cavity of rubber channel, tie ends together at bottom center and tape to inside surface



L&S BEARING



Quality in automotive replacement bearings begins with L & S. Roller and ball bearings for every automotive application are a specialty with L & S. This accounts for the famous L & S guarantee. Jobbers and their customers know it also means extra profits. Satisfy **your** customers with the superior performance of L & S bearings! Write for the general application catalog today!

L&S BEARINGS

L & S BEARING CO. P. O. BOX 995 OKLAHOMA CITY, OKLAHOMA



1-2-3 GO - To Town with MAC'S PRODUCTS!

NEW PREMIUM DEALS!

Get these handy premiums
with these timely
fast moving items

Effective August 1, 1959

1



Pocket Knife with 2 blades
of fine carbon steel with
stag handle. 1 packed in
carton of 12—12 oz. cans.



MAC'S SEALER & STOP LEAK

A Heavy Duty Sealer that prevents seepage
and quickly stops radiator leaks. Guaranteed
to stop high pressure leaks up to 20 lbs. pres-
sure. Mixes with all types of anti-freeze and
inhibitors.

2



Beautiful chrome cigarette
lighter. 1 packed in each
carton of 12—1 lb. cans.



MAC'S COOLING SYSTEM CLEANSER

Single flush cleanser that quickly cleans out all types
of clogging materials. Needs no neutralizer, contains a
passivating ingredient that helps metal resist corrosion.

ORDER NOW!

You'll be twice glad . . . glad you have
your premium . . . glad you have the
fine products in your stock! Expires
December 31, 1959.

MAC'S

3

6 pens, 3 ink colors, in conven-
ient pocket secretary complete
with memo pad and pocket
shield. 1 set packed in each
carton of 12—1 pint cans.



MAC'S No. 13— Rust Inhibitor

Prevents rust in all cooling systems. Mixes with all types
anti-freeze. An ideal water pump lubricant.
A concentrated inhibitor and not a soluble oil—Guaran-
teed to keep the cooling system clear for many months!



MAC'S SUPER GLOSS CO., INC.

LOS ANGELES 42, CALIFORNIA — CINCINNATI 26, OHIO

of glass.

5.—Apply a continuous ribbon of medium-bodied sealer to rubber channel, as shown at "3" in section "B-B", Fig. 4, along bottom of rubber channel on sport coupe; apply sealer along bottom and up sides of rubber channel on standard sedan styles.

6.—With aid of a helper, position back window assembly into body opening and align center marks. While helper is applying hand pressure to outside surface of glass, carefully pull ends of cord across

bottom, up sides and across top of window opening to seal lip of rubber channel over pinchweld flange completely around perimeter of back window.

7.—Using a pressure-type applicator, apply sufficient medium-bodied sealer under outer lip of rubber channel as indicated at "5" in section "C-C", Fig. 4, to effect a good seal between body metal and rubber channel along entire lower portion of rubber channel.

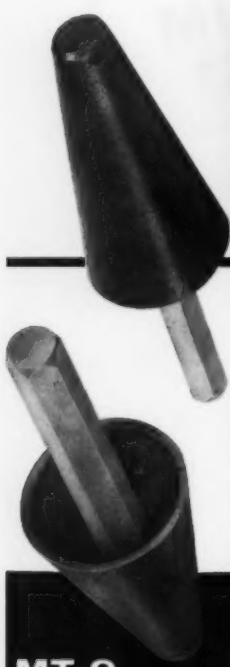
8.—Using a pressure-type applicator, apply weatherstrip cement

between rubber channel and glass on inside and outside of glass, as indicated at "6" in Fig. 4, around entire perimeter glass.

9.—Where present, completely fill wedge-shaped opening between rubber channel and body opening across top and down sides of back window with medium-bodied sealer as shown at "4" in section "C-C", Fig. 4.

10.—Install back window moldings, as described under "back window reveal moldings" for sport coupe and standard sedan styles.

11.—Clean off excess sealer and cement; install previously removed parts and remove protective coverings.

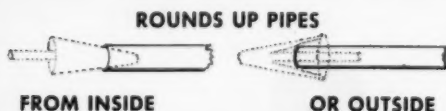


MT-9
Only \$5.95

Lisle MT-9 "ROUND-UP" TOOL for mufflers and pipes

ROUNDS UP MUFFLER AND TAILPIPE ENDS. To round up dents, or expand pipe, simply drive MT-9 inside tailpipe or muffler end.

To bend down extrusions, or reduce pipe size for easier fitting, reverse MT-9 cone and drive over end of pipe. A real time-saver!



FROM INSIDE

OR OUTSIDE



MT-3
Only \$9.95

MUFFLER-TAILPIPE CUTOFF TOOL

Cuts tailpipes, quickly, easily. No overhead clamps to hit obstructions above pipe. Just slide around pipe, and turn handle to tighten. A few back-and-forth strokes cut any pipe.

ASK YOUR JOBBER

It's a Good tool...it's a

Lisle Corporation
Clarinda, Iowa



By the Manufacturers of
Jeepers Creepers,
Hydraulic Brake Parts,
Brake Cable Assemblies,
and Original Equipment
Components for the Aircraft
and Automotive Industries

64.4% of Dodge Buyers Order Two-Tones

TWO-TONE combinations have accounted for 64.4% of 1959-model Dodge buyers—a five per cent increase over the demand for two-tones during the comparable 1958-model period, according to M. C. Patterson, general manager of Dodge Division.

Thus far in the 1959-model year, 61.4% of Coronets have been ordered with two-tone colors; 72% of Royals, 63.7% of Custom Royals and 71.3% of station wagons.

Attributing the uptrend in part to the industry's and the nation's economy, Patterson said, however, that he did not foresee a return of the three color combinations popular in the mid-fifties.

Renault Sales Rack Up Six-Month Record

A RECORD 40,663 Renault cars were sold in the United States during the first half of this year and amounted to two and one-third times as many as the 17,446 sold in the first six months of 1958, Jack C. Kent, general sales manager of Renault, Inc., announced.

June sales of 8,295 cars also set a record, Kent said, amounting to 15% more than were sold in May this year when the previous monthly record of 7,281 was set.

Perfection Gear President Dies

David H. Daskal, 70, president and co-founder of Perfection Gear Co., died recently. With his brother George and brother-in-law, the late David Davis, Daskal founded the company in Chicago in 1919. The first product was a silent timing gear.



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New Britain **MASTER TOOL SET**

For master mechanics — and mechanics on their way up — here's the *complete* Tool Set that will handle practically every job in your Shop. This 150 piece, high quality Set includes the finest alloy steel Ratchets, Drive Handles, Sockets, and Flat Wrenches, plus Hammers, Chisels, Pliers, Screw Drivers, and *more . . .* every Tool designed by mechanics — for mechanics! Ask your Jobber how you can get it and put it to work making money for you! The cost of Tools you use in your work is deductible from your income tax! The New Britain Machine Co., New Britain, Conn.



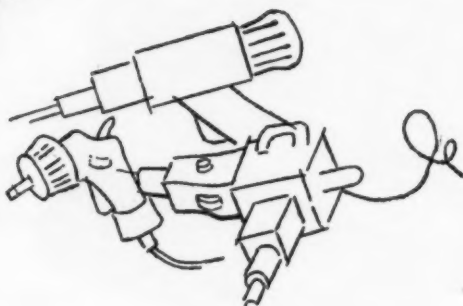
New Britain **HAND TOOLS**

NEW BRITAIN • CONNECTICUT

IMPACT WRENCHES ARE
NOT ALL ALIKE...
 AND WHEN YOU
CHECK, LIKE ME



**YOU'LL
 BUY CPI!**



YOUR HANDY CHECK CHART FOR PICKING AN IMPACT AIR-WRENCH

✓ HOW HEAVY IS IT?

Pick up the CP "Midget" Air-Wrench, for example. Net weight is only 2-1/2 pounds. Note its small size, compactness, speed and power.

✓ DOES IT TAKE A LOT OF AIR?

Average for the "Midget" is 2-1/2 c.f.m. A 1/2 H.P. compressor gives ample air supply. All other models in the line just as economical.

✓ WILL IT WORK IN TOUGH, TIGHT CORNERS?

All CP Air-Wrenches are recognized for their extremely compact design. Easily attached LOK-ON Angle Drive gets into small spaces, handles ratchet wrench jobs.

✓ CAN YOU CONTROL POWER EASILY?

All CP Air-Wrenches have controllable power. Regulator permits adjusting power for any bolt sizes, to meet any requirement. Reversible, too.

✓ DOES IT NEED A LOT OF SERVICE?

Warranty claims handled by our service stations indicate that less than 2% of all tools in services are involved in warranty claims.

✓ SO WHAT DO I DO NOW?

Call your jobber for demonstration of any CP Air-Wrench in your own shop, no obligation, of course, mail the coupon at right.

Torque Reading alone does not always mean proper bolt tightness

Tension in a bolt... *not torque*... is the force that actually clamps parts together. Proper tension means proper tightness! Torque can be affected by many factors having nothing to do with tension. Such non-tension factors are: friction due to thread form or size, poor threads caused by dirt, rust or damage, and the area and condition of bolt or nut bearing surfaces.

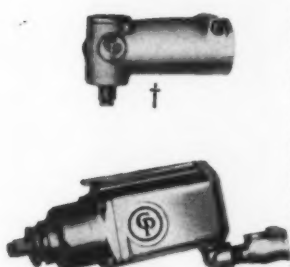
If you use a tension or torque wrench to check

the degree of tightness, *be sure to remember*: this type of wrench also measures resistance due to non-tension factors mentioned above.

The right way to be sure of getting factory-recommended tightness—every time—is this: use a CP-Air-Wrench... its tightening action always assures you that every bolt it tightens is properly tensioned.



THESE 4 CP AIR-WRENCHES* MEET ALL CHECK-CHART REQUIREMENTS... WILL RUN YOUR SHOP STRAIGHT INTO HIGHER PROFITS



CP-720 (3/8" drive) "MIDGET" AIR-WRENCH weighs only 2-1/2 pounds. Capacity to 3/8" bolt size.



CP-732 (1/2" drive) TORK MASTER most popular 1/2" Air-Wrench on the market. Capacity to 1/2" bolt size. For more continuous use the CP-740 TORK-KING AIR-WRENCH in the same capacities will give longer life.



CP-770 (3/4" drive) AIR-WRENCH has capacity to 1" bolt size, for intermediate jobs where 3/4" drive sockets would normally be used.



CP-792 (1" drive) "LITTLE GIANT" AIR-WRENCH capacity to 1-1/4" bolt size. 15 pounds lighter than any other Air Tools of same rating.

*All CP Air-Wrenches have VARI-TORK power converter which gives excellent torque control.

†All models available with LOK-ON Angle Drive. CP also builds ELECTRIC IMPACT WRENCHES.

Everybody likes to produce better work—and get more earnings and profits for doing it. With CP speed-up tools in your mechanics' hands your repair orders will bring in far more profits. CP Air-Wrenches are the only tools in the business with rigidly attachable Angle Drive. See for yourself what CP Impact Air-Wrenches can do in your own shop. Call your jobber for a demonstration. Or send coupon today.



Chicago Pneumatic

AIR AND ELECTRIC IMPACT WRENCHES • BEAD BREAKERS • ZIP-GUNS • PNEU-DRAULIC TRUCK JACKS AND PUMPS

Chicago Pneumatic Tool Company, Dept. A-10
8 East 44th Street, New York 17, N. Y.

	Please Arrange Demonstration (No obligation)	Please Send Literature
CP-720 "MIDGET" AIR-WRENCH	<input type="checkbox"/>	<input type="checkbox"/>
CP-732 TORK MASTER	<input type="checkbox"/>	<input type="checkbox"/>
CP-740 TORK-KING	<input type="checkbox"/>	<input type="checkbox"/>
CP-770 AIR-WRENCH	<input type="checkbox"/>	<input type="checkbox"/>
CP-792 "LITTLE GIANT" AIR-WRENCH	<input type="checkbox"/>	<input type="checkbox"/>
Name _____ Title _____		
Company _____		
Address _____		
City _____ Zone _____ State _____		



- Filled at the factory
- Sealed Charged at the factory
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300% Greater Resistance to Overcharge!

Yes mister—overcharge causes 65% of all battery failures and the new Silver Cobalt Sealed charged construction offers 300% greater protection against this killer.

GOULD-NATIONAL
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INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

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ucts mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on parts, equipment, accessories or services, just insert the appropriate key numbers of the New Product or Booklet listings in which you are interested. For more information on advertisements, just indicate the page number on which it appears.

Be sure to print or write legibly your name and address—drop it in the nearest mail box and

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AUGUST 1959

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Type of Business

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HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

106 CAP MERCHANDISER—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connerville, Ind.

112 SOUND SLIDE FILM—entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11631 Shoemaker Ave., Detroit 13, Mich.

113 NEW BRAKES & TIPS ON TROUBLE SHOOTING—A 24-page Grey-Rock booklet giving service information on brakes used on 1958 cars including the self-adjusting brake used on Mercury and the new Edsel, and the total contact brake used on cars in the Chrysler Corporation line. Also includes trouble shooting information on brakes on all cars, including older models. Grey-Rock, Manheim, Pa.

117 AUTOMOTIVE ELECTRICAL EQUIPMENT CATALOG #D-200—Applies to automobiles, trucks, trailers, farm and industrial equipment. New 64 page catalog covers entire field of automotive switches, connectors, wiring accessories, etc. Voltage ratings are clearly specified in large type for all switches, and other units. Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

121 SALES AIDS AND MERCHANDISER CATALOG, FORM D-227—Features a complete line of quality automotive electrical equipment mounted on effective "Business Getting" displays. This colorful 8 page catalog covers the entire field of switches, connectors, voltage reducers, etc. for automotive truck, trailer, bus, marine, farm, earth-mover and industrial equipment. Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

127 HYDRAULIC BRAKE FLUID SERVICE — HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

134 MOOG RINGLINER—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

138 PLUG CHECK—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

140 PRESSURIZED COOLING SYSTEM—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connerville, Ind.

141 MOOG STREAMLINER CATALOG—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

144 RADIATOR SERVICING EQUIPMENT—A new 48-page book "Blueprint For Profits" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

146 HAND CRIMPING TOOL—Descriptive circular. Strips and also crimps Rajah terminals to ignition cable. The Rajah Co., 35 Verona Ave., Newark, N. J.

154 BLUEPRINT FOR PROFIT—A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up.—Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

155 MAKE MORE SALES ALL OVER THE LOT—Attractive 2-color folder shows how to increase gas, oil and TBA sales and turn new customers into steady Pullman Vacuum Cleaner Corp., Dept. P, 25 Buick St., Boston 15, Mass.

156 BONDOLASTIC FIBERGLASS PASTE DIRECTION FOLDER—8 pages of easy-to-follow, how-to-do-a-better body repair job with this "miracle body filler that hardens like rock." Easily, quickly and conveniently applied, Bondo permanently restores surfaces "like new" for automotive, marine and industrial repairs of metals, wood, stone and concrete. Bondo Div., Jaycee Chemical Corp., 1104 Forest Road, Northford, Conn.

158 BARRETT BRAKE EQUIPMENT—Complete catalog on brake service, equipment, tools & supplies. Brake school bulletins Nos. 182 and 183 on Drum Machining and Shoe Fitting. Barrett Equipment Co., 2101 Cass Ave., St. Louis 6, Mo.

162 BONDOLASTIC SERVICE BOOKLET—ILLUSTRATED—Describes in complete detail application and uses of plastic-fibre-glass filler for the auto body repair—showing different types of repair work and advantages and how to save time on body work. Bondo Div., Jaycee Chemical Corp., Northford, Conn.

163 TIRE TOOL CATALOG—Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

166 CYLINDER HEAD STOCK REMOVAL CHART—A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

168 CRANKSHAFT GRINDER MANUAL—A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

169 YOUR ANSWER TO VAPOR LOCK—New technical bulletin deals with vapor lock and hot-motor re-starts and explains how Fil-O-Reg helps prevent these conditions and increase engine efficiency. Alondra Sales, Inc., 950 Crenshaw Blvd., Los Angeles 19, Calif.

172 A-1919 FUEL PUMP SHOP MANUAL—Contains the operation testing, repair, installation and removal of fuel and vacuum pumps. D. Dwyer, AC Spark Plug Div. Flint 2, Mich.

173 HYDRAULIC PARTS—Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1957. Eis Automotive Corp., Middletown, Conn.

174 OIL SEAL POSTER—Second in a series to help you better understand the value of oil seals and the need for replacing with new seals. The colorful 9" by 25" posters are done in cartoon strips for easier reading and have several illustrations showing importance of tight seals to good vehicle braking. Chicago Rawhide Mfg. Co., Service Sales Div., Elgin, Ill.

175 A-1920 SPARK PLUG SHOP MANUAL—Contains inspection, cleaning and installation procedures as well as spark plug heat range system. D. Dwyer, AC Spark Plug Division, Flint 2, Mich.

182 DIESEL SHOP MANUAL—76 pages, includes 275 illustrations, 56 engine reference tables and 26 parts lists. Bacharach Industrial Instrument Co., 200 N. Braddock Ave., Pittsburgh, Pa.

183 BADGE-O-RAMA PROFIT KIT—83 piece profit kit of eye-catching badges, a different one for each week of the year given free with Pullman Vacuum Cleaner Corp., Dept. SAJ.

185 SERVICE ENGINEERING BROCHURE—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

190 COOLING SYSTEM CLEANING—Bulletin titled "Cooling System Maintenance an Open Door to Greater Profits," describes Jenny Steam Thor-Purge, the most modern and thorough method of reverse flushing cooling systems; also shows increased profits possible from its use. Write for Bulletin STP-5, Homestead Valve Manufacturing Co., P. O. Box 99, Coraopolis, Pa.

192 DOPE SHEET—Tells how to get best results from Arco 45, fast air-dry enamel. Proper application methods are discussed to assure excellent product performance. The Arco Co., 7301 Bessemer Ave., Cleveland 27, Ohio.

HELPFUL BOOKLETS FREE!

193 WIRE & CABLE CATALOG—A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.

194 TWIN POST LIFT WHEEL ALIGNMENT OUTFIT—Illustrated 8-page catalog, shows how this equipment does not limit floor space, shows how anyone can do wheel alignment and points out fast reading advantages. Weaver Mfg. Co., Springfield, Ill.

196 AIR COMPRESSOR CATALOG—Twenty-page catalog gives detailed instructions on how to select a compressor. Also includes specifications and information on various types of compressors, components and accessories. Ask for Catalog No. 734-2. Weaver Mfg. Co., Springfield, Ill.

203 COOLING SYSTEM CARE BULLETIN—Designed for posting in the service station to guide station attendants in preparing cars for summer driving. During the hot vacation months, cooling system care is vitally important to the car owner and can be a most profitable service for the station operator. Warner-Patterson Co., 600 S. Michigan Ave., Chicago, Ill.

205 HOW TO INCREASE ENGINE LIFE 90%—Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R. I.

206 THE SERVICE STORY ON SHOCK ABSORBERS—Handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 3044 W. Grand Blvd., Detroit 2, Mich.

209 EXTRA PROFITS WITH STEAM CLEANERS—20-page booklet showing several models of Hypresure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypresure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 340, Coraopolis, Pa.

213 SHOCK ABSORBER CATALOG NO. 320-T-A—A 16-page listing by numbers or by makes—shock absorbers for every automotive need—passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

215 LAHER CATALOG PAGE—Both sides feature passenger car overloads and booster springs. Includes specifications and price. Laher Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

220 1953 LASCO BRAKE SHOE APPLICATION CATALOG—Complete listing of brake shoe number, F.M.S.I.

number, year, make and model of automobile. Available upon request. Laher Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

222 "WHAT PRICE QUALITY"—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

223 DEGREASING EQUIPMENT AND CLEANING COMPOUNDS—Full information included in our catalog sheets for every automotive or industrial usage. Practical Mfg. Co., 2840 4th Ave. S., Minneapolis, Minn.

225 THE "CAMEL COOLIE" VENTILATED SPRING CUSHION four color catalog page is now available. This newest product is hailed by the industry as a welcome addition to the Camel line. H. B. Egan Mfg. Co., Muskogee, Okla.

226 OIL LEAK DETECTOR—Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure—one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.

231 TUNE-UP BOOKLET—20-page booklet answers such questions as "What should engine tune-up do?" and "Where to start." Also includes explanation fuel system, carburetor and a checklist for a complete engine tune-up. Form 3579, Advertising Department. Carter Carburetor Div., ACF Ind., 2840 N. Spring Ave., St. Louis, Mo.

235 THE TRUTH ABOUT TUBELESS TIRE REPAIR—Booklet based on 200,000 actual on-the-road test miles. Explains in detail the things that happen to a tubeless tire when it is punctured and describes the only safe, sure method of repair. By reading this booklet and making the repairs as described in it, you can guarantee that your patch will last the life of the tire. H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee, Okla.

236 INSTALLATION OF SHOCK ABSORBERS—Detailed instructions for the removal and installation of direct action shock absorbers. Stem and loop end types for both leaf and coil spring installations. Monroe Auto Equipment Co., Monroe, Mich.

241 BRAKE SERVICE MANUAL—A 16-page booklet giving complete instructions on servicing and installation of brake shoe assemblies in domestic and foreign passenger car and truck brake assemblies. Imco Mfg. & Sales Co., 10 E. Lafayette Ave., Baltimore 2, Md.

250 FUEL PRESSURE REGULATORS—Informative folder answers such questions as "What is fuel pressure regulator," "Why do I need one," "Why isn't it original equipment," and "Is it guaranteed." Milesmaster, Inc., 1550 E. 74th Place, Chicago 19, Ill.

255 TOOL CATALOG "W"—112 pages gives pictures, description and specifications of the complete Snap-On Tool line of merchandise. Snap-On Tools Corp., Kenosha Wis.

258 WHEEL ALIGNMENT—Catalogs, specification charts, price lists. J. H. Bender Equipment Co., 5430 Tweedy Blvd., South Gate, Calif.

264 TIRE VALVES, EQUIPMENT AND TOOLS—Complete jobber catalog describes the entire line: giving numbers, description, packaging and weight of each item. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N. J.

265 TIRE VALVE WALL CHART—Comparison chart shows application of tubeless tire valves by car name. Also

shows the interchange stock numbers of other manufacturers. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N. J.

267 AUTOMOTIVE BEARINGS—Catalog 50-CB—a 68-page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., 540 S. Mills Street, New Castle, Pa.

269 IGNITION PARTS MERCHANDISER—New 16-page illustrated manual describes and pictures complete new line of Merchandisers, their purpose and value to all types of ignition repair shops. Guarantees results through easy to read, up-to-date cataloging, backed up by reliable information and accurate specifications to take "guess work" out of ignition business. Guaranteed Parts Co., Inc., Seneca Falls, N. Y.

270 "TRICKS OF THE TRADE"—16-page illustrated booklet gives uses for Permatex sealants. Uses are those developed by mechanics. Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N. Y.

272 STEAM CLEANER BULLETINS—describe Model 80 and Model 4985, including specifications and applications. Vapor Heating Corp., 80 E. Jackson Blvd., Chicago 4, Ill.

275 PISTON RING—16-page booklet contains a description of the Modern Power features of Ramco Piston Rings complete with illustrations. Ramsey Corp., P. O. Box 513, St. Louis 66, Mo.

282 RUST INHIBITOR AND STOP LEAK—4-page folder describes the six in one cooling system treatment fortified with Prorad. Stops leaks, lubricates water pump, prevents rust and helps maintain proper temperature. Magna-Krom Mfg. Co., 108 Sumner Ave., Vandergrift, Pa.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

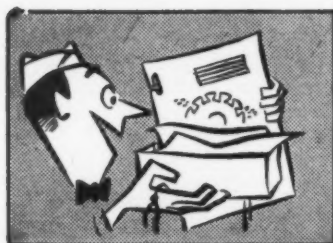
323 BRAKE LINING—A new 18-page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Bestos Corp., P. O. Box 346, New Castle, Ind.

336 NEW FILKO IGNITION PARTS CATALOG—Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B Mfg. Co., 4248 W. Chicago Avenue, Chicago 51, Ill.

340 OIL, AIR, FUEL AND WATER FILTERS—Valuable information on oil, air, fuel and water filters. Complete selection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R. I.

345 HYDRAULIC BRAKE WALL CHART—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Els Automotive Corp., P. O. Box 701, Middletown, Conn.

370 EMEROL MFG. CO.—Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oil, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. P. O. Box 871, Fort Chester, N. Y.



NEW PRODUCTS AND CATALOGS

600—Power Tool

Said to give the mechanic 350% faster run-down and 25% more power, an air-operated power tool with a 1" drive, announced by Ingersoll-Rand Co., Phillipsburg, N. J., features direct drive between motor and hammer which reportedly takes maximum advantage of inertia of rotating parts.

Main application for tool is for heavy truck wheel work and spring U-bolt jobs. "434 Impactool" is 10 1/2" shorter and 9 lbs. lighter than the previous model, enabling mechanic to



work in tight spots where full power is still required. Simplified design reduces maintenance and repair costs, it was claimed, and results in tool using 32% less air while impacting. A built-in, calibrated power regulator with 4 positions reportedly permits operator to cut power down as much as 40%. Other features include a push through reverse valve, a graduated action throttle valve, multi-vane motor, simplified air strainer, and a side spade handle which may be positioned with the grip either parallel or at right angles to the axis of the tool. Hammer case may be rotated 90° in either direction.

Want more info? Use coupon on page 99 and you will get it!

601—Replacement Panel

A precision die-formed replacement panel, available from Schofield Mfg. Co., 1140 E. 222nd St., Cleveland 17, O., duplicates the contour and shape of the lower front portion of the rear fenders of 1955-56 Mercurys. Panels are available in right- or left-hand styles.

Want more info? Use coupon on page 99 and you will get it!

602—Gauges

A line of precision gauges for use on all cars using wrist pins press fit

into the rods, introduced by Ammco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill., includes in each set standard and .0015", .003" and .005" oversize gauges, color coded for easy identification.

Each hardened and ground gauge reportedly can be set to automatically center the wrist pin in the piston. Included with each set is an adapter and driver plug designed to avoid damage to the wrist pin or piston when removing or replacing the pin. Packaged in plastic storage boxes, sets come with complete operating instruction, according to the company's announcement.

Want more info? Use coupon on page 99 and you will get it!

FOR GREATER SAFETY

K-D's unique control
for all Turn Signals

DASH OR COLUMN
Mounting

PUSH BUTTON SWITCH*

CLASS A Turn Signals

KD 752
Single Face

KD 753 Two Face

Turn Signals, Stop & Rear Lites

KD 754F
Recessed Mounting

KD 754
Flush Mounting

Switches

KD 721
4-Way Flashing

KD 720
Manual

KD 722
Self-Cancelling

Before an accident delays your schedule, ask your jobber salesman for enough KD 723 Push Button Switches and Class A Turn Signals to equip all units. Revolutionary . . . unique . . . KD 723 is the Turn Signal Control you have always wanted . . . dash or steering column mounting. Dash mounting eliminates interference with driver's knees . . . no visible wires. As simple and wearproof as your electric light switch . . . so K-D gives you a lifetime guaranty against trouble! KD 723 provides positive control for turns, 4-way emergency flashing, stop lites when brakes are applied.

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Warehouses: Atlanta • Boston • Charlotte
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The Complete Line Turn Signals, Truck Mirrors, Stop and Rear Lites, Reflectors, Clearance Marker Lites are representative of K-D's complete engineering-service of Automotive Safety Products.

*Patent Applied For

TURN SIGNALS

STOP & REAR LITES

603—Ignition Simulator

"Model 30-34" ignition simulator, announced by Allen Electric and Equipment Co., 2101 North Pitcher St., Kalamazoo, Mich., is a complete ignition in a compact, portable suitcase.

Designed to teach the principles of an automotive ignition system and to demonstrate the use of ignition oscilloscopes and other testing equipment, the system includes an ignition key, coil, condenser, distributor, a volt-amp tester and spark plugs with gaps that can be varied by thumb screws. Controls permit switching primary and series resistance in or out, using normal or defective coil at varying



operating speeds. No AC connections are necessary. Simulator operates from a standard 12-volt DC battery. *Want more info? Use coupon on page 99 and you will get it!*

604—Oilier Installation Kits

Kits engineered to fit virtually all late-model cars, with which a service station operator reportedly can install a "Marvel" oilier in minutes, have been introduced by Emerol Mfg. Co., Inc., 331 North Main St., Port Chester, N. Y.

With kit, oilier is linked directly to the engine's intake manifold and oil is fed automatically—drop by drop—into engine's high-heat area, which is said to receive scant lubrication normally. Included in kits are a metal flange, which is mounted under the carburetor; a gasket for placement under flange, brass fitting which links tubing from oilier to flange, and oilier mounting screws. Packaged and marked with name and year of the model cars they fit, kits are available for all American Motors, Chrysler Corp., Ford Motor Co., General Motors, Studebaker-Packard Corp., Willys and Volkswagen cars from 1956 through 1959. Installations for earlier models and foreign sports cars are available from the company.

Want more info? Use coupon on page 99 and you will get it!

605—Shelves

Commercial shelves in a variety of widths from 24" through 48" and in depths from 9" through 36", announced by Frontier Mfg. Co., Box 13266, Dallas 20, Texas, are now constructed with a second return on the front and rear of each for additional strength and smoothness.

Fabricated from heavy-duty 18-gauge steel, shelves are punched on 1½" centers for greater flexibility of divider arrangement. Baked enamel



finish is applied electrostatically after steel is phosphated as a rust preventative and to etch material to allow for more permanent bonding of enamel. Angle post, constructed with 1" face and 1¾" leg, allows for greater opening into the shelving section. Posts are available in standard and heavy-duty gauges in heights up to 120", including 84" and 87".

Want more info? Use coupon on page 99 and you will get it!

Nothing Like It!



BLACK MAGIC TAKES YOUR SHOP OUT OF THE DUST STORM
Bodyshop owners tell us the worst thing they have to contend with in body repair work is the dust situation. These millions of tiny dust particles not only get in the nose, eyes and throat—but practically bury all the cars and tools and equipment. Why not end it all—with BLACK MAGIC!



90% LESS DUSTING, and

NO Fumes
Odor
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due to its exclusive Swiss



FREE ¾ LB. SAMPLE

To get it, you must include your jobber's name and address with your request. Send today!

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AMERICA'S LARGEST INDEPENDENT MANUFACTURER OF BODY AND WIRE SOLDER



Whitewall TIRE CLEANER

One squeeze provides a controlled spray of a special chemical formula that will effectively and effortlessly return that bright showroom look to whitewall tires. Full pint retails for \$1.00.

Kemkat Whitewall Cleaner, Golden Car Wash and Kar Klene are all available in new, colorful "squeeze bottles" designed for quick sales and easy use.

FOR VOLUME SALES—stock the Kemkat family of colorful squeeze cans!

KEMKAT Kar Klene—a chrome, leather and plastic wax cleaner. Full pint squeeze container retails for \$1.00.

KEMKAT Golden Car Wash—an effective, non-streaking detergent for effortless car washing. Full pint squeeze container retails for 65c.

KEMKAT Motor Aid—a newly developed oil and fuel additive. Full pint retails for \$1.50.

Watch for **KEMKAT White-Sno** . . . a new waterless hand cleaner with Old Spice and lanolin.

See your local Jobber



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DIVISION OF W. E. BASSETT CO.

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FITZGERALD GASKETS

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FIRST with the revolutionary Pocket Gasket-Getter Chart. The quick and easy reference for Countermen and Garagemen.



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ADDED
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preventive maintenance proves . . .

ORDINARY FUEL ADDITIVES ARE OBSOLETE

because . . . for Diesel Engines

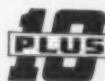
POWER-PAL®

Is not an ordinary diesel fuel additive, it is a **Concentrated Diesel Fuel Conditioner**. **THE CURE** for diesel fuel injector clogging and moisture.

THE ANSWER to longer injector life, greater efficiency, more mileage . . . in fact, **POWER-PAL** is the answer to a great many of your diesel equipment problems.



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Refinery tests prove PLUS 10 reduces engine requirements for high octane gasolines.

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for DIESELS
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Number of vehicles in fleet

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SAVE LABOR • CUT COST
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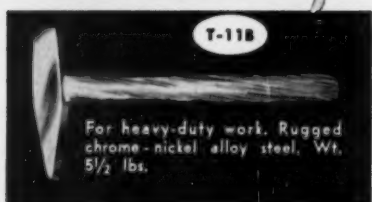
HAMMERS

• TRUCKS • TRACTORS
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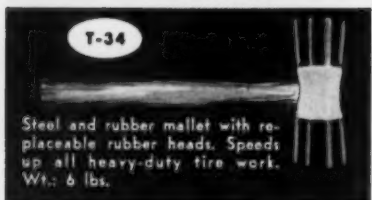
T-11C PATENTED

Exclusive combination tire hammer and bead loosener. Finest design. Wt.: 6 lbs.



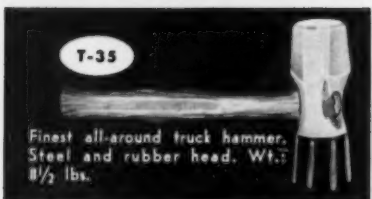
T-11B

For heavy-duty work. Rugged chrome-nickel alloy steel. Wt. 5½ lbs.



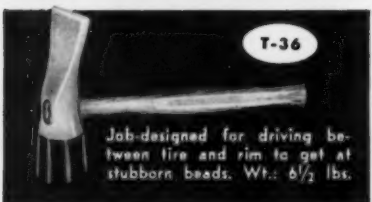
T-34

Steel and rubber mallet with replaceable rubber heads. Speeds up all heavy-duty tire work. Wt.: 6 lbs.



T-35

Finest all-around truck hammer. Steel and rubber head. Wt.: 6½ lbs.



T-36

SEE YOUR JOBBER

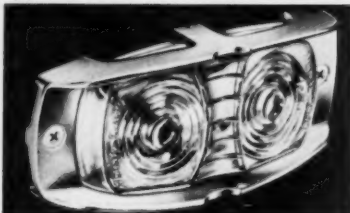
SAVE LABOR, TIME AND MONEY.
INSIST ON KEN TOOLS. Finest
Quality and Design. Largest Exclusive
Manufacturers of Tire Changing Tools
and Equipment.

The KEN-TOOL Mfg. Co.
AKRON 5, OHIO

606—Marker Lamps

Less than 1" thick, an "O"-ring type clearance and marker lamp, announced by Signal-Stat, 523-539 Kent Ave., Brooklyn 11, N. Y., incorporates a "twenty-twenty" designed lens that reportedly creates two optically perfect lamps in one.

"Pry-off" lens is molded of shatter-resistant acrylic and provides both powerful light output and 360° vis-

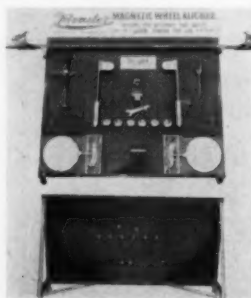


ibility. Self-lubricating "O" ring secures lens in place without screws or retaining rings. An "all-around" slot permits a screwdriver to be inserted anywhere along the die-cast base to simplify lens removal. Special grooves on the back accommodate both horizontal and vertical exterior wiring. For safety, 2cp bulbs, housed in brass sockets, are so installed that if one burns out the other remains on to furnish protection until the defective bulb is replaced.

Want more info? Use coupon on page 99 and you will get it!

607—Alignment Equipment

Containing all necessary equipment to get started in wheel alignment, a "Rollaway Tool Board," offered by J. H. Bender Equipment Co., 5430 Tweedy Blvd., South Gate, Calif., reportedly will allow shops to



check alignment and make corrective adjustments on 80% of cars needing alignment.

Board measures 58" by 60" and has an angle iron frame supporting a sheet of heavy masonite. Mounted on 4 "Ralco" rollers, it can be easily moved to convenient work areas.

Want more info? Use coupon on page 99 and you will get it!
(More New Products on page 110)

ENGINE REPAIR BOOM MEANS BIG PROFITS TO SHOPS

Studies show that 70% of major engine reconditioning is performed on cars ranging from 4 to 8 years old. In 1958, the number of passenger cars in this age group was 24,400,000. In the next three years the number in this age group will be:

1959—25,600,000, 1960—26,400,000
1961—29,000,000

Over the next three years there will be a 20% increase in the group of cars from which major engine reconditioning is derived. Two circumstances which favor a substantial increase in major engine reconditioning are (1) the greater demand of the vehicle owning public for higher operating economy, and (2) the increasing cost of new automobiles which is tending to lengthen the time during which the first owner retains the car.

What does this mean to the repair shop? It means there will be big profit opportunities. Obviously some selling, some promotion, some planning by the repair shop operator and mechanic will be necessary to convert and pull these jobs into their shops. And this is where profits start. Without adequate equipment; dependable proven parts and expeditious service, full profits cannot be realized.

Consider parts — particularly piston rings which are often called the "Heart of the engine". The sale of a re-ringing job will lead to considerable related parts sales like bearings, rods, valves, timing chains, gaskets, etc. This is a known fact; for every \$1.00 worth of piston rings sold, the shop will also net \$3.00 worth of related parts. So piston rings become a vital profit factor to every shop.

One piston ring manufacturer, Muskegon Piston Ring Company, has prepared a new line created to cope with the wealth of jobs "just around the corner". Pertaining only to the year and model engine they were designed for, the line is built to give optimum engine performance and customer satisfaction. Because this all-around top performance is engineered into each set, they are called "Engine-Dated". Briefly, this means getting the right ring in the right engine, specifically to year and model. The sets are attractively packaged (perfect for display purposes) and coded for immediate identification. Inventories are kept low and less cumbersome with the "Engine-Dated" sets.

NEW FREE BOOKLET. To help service shops prepare for the increasing ring business, Muskegon has prepared detailed information on the "ENGINE-DATED" sets. The story, plus illustrations of the easy-to-spot and use packages, is told via a comprehensive brochure. Copies may be obtained upon request from Muskegon Piston Ring Jobbers or Muskegon Piston Ring Company, Muskegon, Michigan.

Now...from Muskegon

"ENGINE-DATED"

Piston Ring Sets



Packaged piston rings . . . from the company whose rings are used in one out of every three new cars . . . mean new dependability and sure customer satisfaction for you!

Muskegon "ENGINE-DATED" ring sets are custom engineered for each individual engine on the road today. They are developed in close collaboration with engineers who designed the rings for the original engine. That's why Muskegon's "ENGINE-DATED" sets are right for every re-ring

job in every vehicle . . . assuring job satisfaction and optimum engine performance.

"ENGINE-DATED" Piston Ring Sets come in a distinctive new package that's easy to stock, easy to spot, easy to use. Your Muskegon jobber will give you the big "ENGINE-DATED" story. Call him today for the facts. *Muskegon Piston Ring Company, Muskegon, Michigan.*



8 out of 10
of your customers need

LOAD-
for safe,



BUMPING ON DRIVEWAYS Load-Levelers* prevent this by increasing road clearance of heavily loaded cars.



SWAYING ON CURVES Without Load-Levelers*, passengers are thrown from side to side. Stability is impaired. Tires wear faster.



LIGHTS OFF ROAD Without Load-Levelers*, car sags under weight of heavy load, lights are angled into eyes of oncoming motorists, visibility is reduced.

DEAL YOURSELF IN ON THESE NEW MONROE MONEY-MAKERS!

Here are two new Monroe package deals that offer you tremendous value, big volume and hefty profits. Take your choice—or order both—and deal yourself in on one of the hottest profit opportunities in years!

\$5000 PROFIT FOR YOU
IN THIS TD-12 ASSORTMENT OF
12 MONRO-MATIC SHOCK ABSORBERS

Six pairs of Monro-Matic shock absorbers to fit the most popular cars on the road. Packed in a sturdy shipper that doubles as a display carton.



**FREE Tool Board—
a \$10.00 value!**

This complete set of shock absorber tools comes free with each TD-12 Assortment. These are top-quality tools that'll come in mighty handy for many jobs around the shop.

\$4200 PROFIT FOR YOU
IN THIS P-D-6 ASSORTMENT OF
6 LOAD-LEVELERS*

The three most popular size Load-Levelers* comprise this special introductory assortment. Packed in a sturdy display carton.



FREE Display Board

This colorful 21" x 31" display board comes free with each P-D-6 Assortment. Can be wall mounted or displayed on the wire rack included. Hardware for mounting one Load-Leveler* also included.

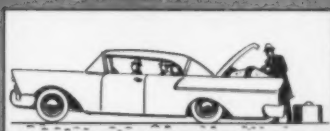
LEVELERS*

more comfortable driving

HERE'S THE MARKET . . . AND IT'S A WHOPPER!



TRAILER OWNERS



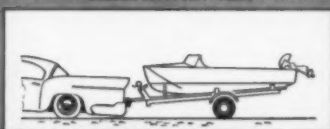
SALESMEN . . . TRAVELERS



PICK-UP TRUCK OWNERS



STATION WAGON OWNERS



BOAT TRAILER OWNERS



PANEL TRUCK OWNERS

Everyone who drives a heavily loaded vehicle needs Load-Levelers*—Monroe stabilizing units with built-in ride control for a level ride under all road and load conditions.

Load-Levelers* are widely advertised, easily sold, fully guaranteed. Quickly and easily installed on old or new model cars in place of original-equipment rear shock absorbers.

Your jobber stocks Load-Levelers* for immediate delivery. Call him for your supply now . . . and start "cashing in" on one of the hottest automotive items in years.

*Trademark



INSTALLED
IN LESS THAN
30 MINUTES

Only **\$39.90**
a set (list)
for most cars



**Load-
Leveler**
TRADE MARK
STABILIZING UNIT

MONROE AUTO EQUIPMENT COMPANY

MONROE, MICHIGAN

IN CANADA • MONROE-ACME, LTD., TORONTO

*World's Largest Maker of Ride Control Products
including famous Monro-Matic shock absorbers*

CALIBRATED RIDE CONTROL WITH ANY LOAD

New Products

(Continued from page 106)

608—Switch Socket

For servicing stoplight and oil pressure light switches, a socket, announced by Herbrand Tools, The Bingham-Herbrand Corp., Fremont, O., features 2 step-down openings—1" and 1-1/8".

Openings are special in depth, shoulder width and contoured to assure a snug fit and extra protection

for the delicate switch assemblies, the manufacturer said.

Want more info? Use coupon on page 99 and you will get it!

609—Filter Regulator

To provide a constant, unrestricted fuel pressure on carburetor needle valve and seat, an all-chrome filter regulator for use on marine gasoline motors—inboard, outboard and auxiliary—has been announced by Alondra, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

Unit measures 2 3/16" wide by 3 1/2" high and weighs 8 ozs. Benefits claimed for "Filt-O-Reg" are: gives quicker engine starts, smooths engine



performance—even at low idle speeds, prevents flooding and stalling, increases gas mileage and lengthens service life of fuel pump and carburetor.

Want more info? Use coupon on page 99 and you will get it!

610—Spring Tester

For push-pull spring tension testing of distributor, breaker points and generator brush springs, a two-way-action instrument, announced by Auto-Test, Inc., 600 S. Michigan Ave., Chicago 5, Ill., is said to measure instantly spring tension in ounces, showing reading on large, clear dial.

Right-hand arc of the scale measures "pull;" left-hand arc measures "push." Two pointers prevent errors in reading test results. Black pointer immediately returns to zero when tension is released. Red reset pointer retains its reading for convenient reference until it is turned back. When necessary, instant zero reset is easy, it was claimed. The specially calibrated scale and instrument movement reportedly assure exact tension measurement regardless of position angle. Features include easy-reading scale calibrations, 270° arc, range 40-0-40 ozs. Tool comes with one replaceable stainless steel push-pull rod.

Want more info? Use coupon on page 99 and you will get it!

611—Cooling System Tester

Easy to hold, easy to read and with a 14" flexible hydraulic hose, "ST-255" universal cooling system tester, manufactured by Stant Mfg. Co., Inc., Connorsville, Ind., clears all obstructions, fits both long and short filler necks and requires no adjustments, it was claimed.

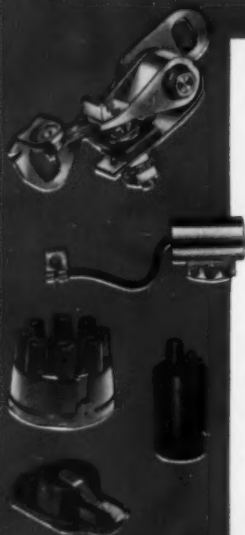
As it comes, it reportedly fits 95% of the automotive vehicles. With



truck adapters, it is said to take care of 98% of all cars, trucks and tractors on the road.

Want more info? Use coupon on page 99 and you will get it!

NOW Shurhit Selective Stocking Program
*lets you order
what you want - to serve
your locality and your trade*



Experience shows that factory-selected ignition Assortments have their drawbacks. Parts that sell well in some areas, do not necessarily move in others. SHURHIT'S Selective Stocking Program lets you custom-select your ignition assortment to fit your own service demands.

Whatever your current operations require, — whether it is a "starter supply" of Points, Condensers, Caps and Rotors, or a complete service stock — your SHURHIT jobber will supply the exact cabinet and initial stock of quality parts you need for YOUR locality and YOUR trade, at an amazingly small initial investment. Contact your SHURHIT jobber today for details on the SHURHIT Selective Stocking Program.

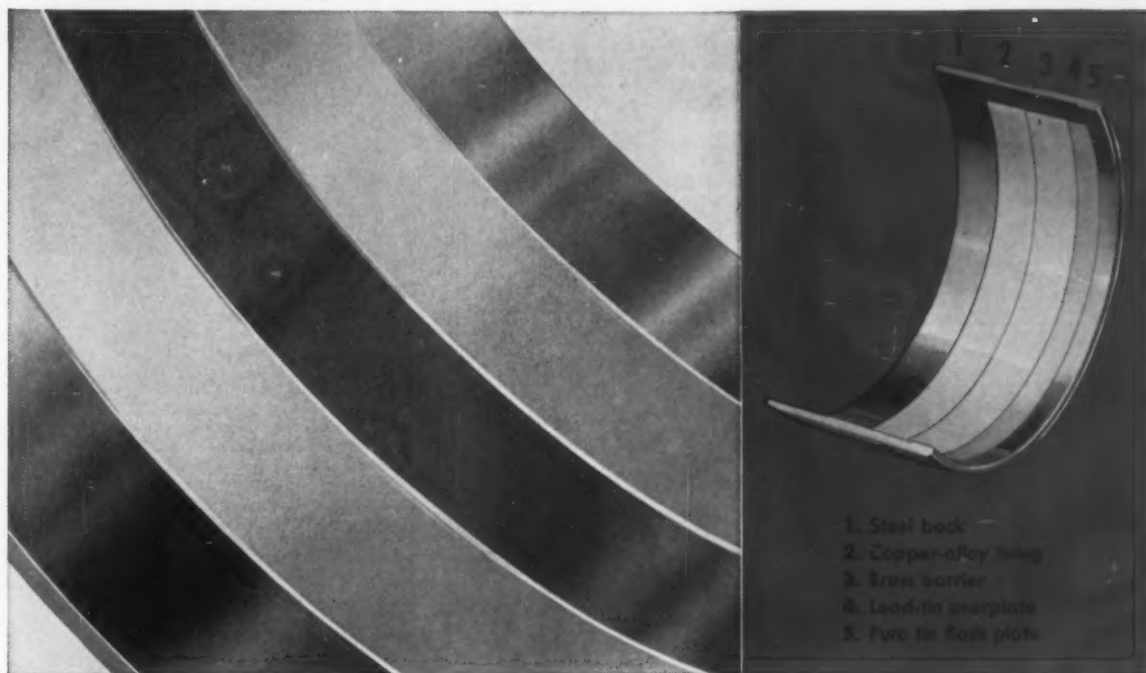
Every Shurhit Factory Representative is a real "HOWZIE DOWITT". "HOWZIE's" function is to help YOU and your Shurhit Jobber GROW WITH SHURHIT — it will pay you to know him better.



Shurhit PRODUCTS, INC.
WAUKEGAN, ILLINOIS

WORLD'S FINEST IGNITION

Better products, *faster*, from your Federal-Mogul jobber:



Federal-Mogul "pours" extra mileage into this bearing...
just one of thousands of types and sizes



Pure copper-lead powder is one of *five* layers—each vital to long bearing life, real customer satisfaction

Every tiny particle of this super-fine metal powder is an alloy—a perfect proportion of copper for strength, and lead for softness. Federal-Mogul makes it by a patented process to give bearings *extra-long* service life.

Sintered engine bearings actually are made in *five* layers: 1. Steel back for strength and bond; 2. Copper-lead sintered lining; 3. Brass barrier for lining stability; 4. Lead-tin overplate for smoother "break-in"; 5. Pure tin flash plating for corrosion resistance. They're the finest-quality engine bearings on the market today.

Whatever type or size bearing you need to rebuild like-new performance into cars or trucks, you'll find it in the complete Federal-Mogul line. You'll get fast service on thousands of types and sizes from your Federal-Mogul jobber. Call him today.

FEDERAL-MOGUL ENGINE BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



612—Throttle Rod Clips

"No. VU-20" throttle rod clips, announced by Dorman Products, Inc.,



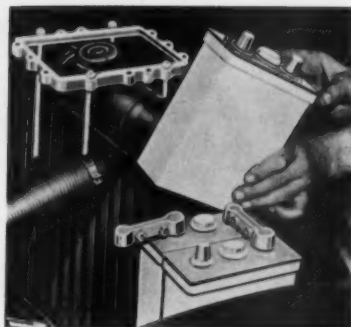
5757 Mariemont Ave., Cincinnati 27, O., come in a transparent can with a revolving dial-a-size styrene lid.

Handy pour-out feature reportedly puts at mechanic's fingertips 6 sizes—3 of each type—of the clips, which are also available in standard packages of 25 or 100.

Want more info? Use coupon on page 99 and you will get it!

613—Battery

Outstanding feature of a replaceable cell battery, announced by Scranton Cellomatic Battery Corp., Archbald, Pa., is the fact that only one cell can be replaced when defective, reportedly representing a saving



in replacement costs up to 80% to the customer.

Two basic assemblies and 4 frames, plus minor accessories, complete the entire line of batteries for any domestic and most foreign cars and trucks, the manufacturer said. Interchange of cells purportedly makes up a battery for any car or light truck. Additional features include selenium-plated grids, "Ventair" air-cooled design and open gate element rests. Battery need not be removed from car to replace a cell.

Want more info? Use coupon on page 99 and you will get it!

614—Mending Material

"Epoxy Mender," announced by Fibre Glass-Evercoat Co., Inc., Blue Ash Road, Cincinnati 36, O., reportedly can be used as an adhesive, putty, cement or glue.

It is said to harden quickly to a strong, steel-like surface which can be sanded, drilled, sawed and painted. Used to fix holes, fill dents, repair cracks and to smooth uneven surfaces, it forms a bond or patch that withstands vibration, water, weather, chemicals and temperature extremes. Product sets quickly, it was claimed, reaching full strength overnight. Hardening can be speeded by application of heat.

Want more info? Use coupon on page 99 and you will get it!

615—Leak Detector

"Eveready" cooling system leakage detector, announced by National Carbon Co., Division of Union Carbide Corp., 535 Fifth Ave., New York 17, N. Y., is said to determine internal or external coolant leaks and exhaust gas leakage at the cylinder head joint.

It has 4 principal components: an indicating unit, a pressurizing unit, air connection assembly and a rubber bulb (hand pump). Leakage is shown in the glass sight tube of indicating unit which fits on the radiator, replacing the cap. The hand pump is used to pressurize the cooling system, an air pressure gauge indicating when the pressure in the cooling system is equal to that of the pressure cap rating for the system being tested. If there is leakage, the liquid level in the sight tube goes down. The air connection assembly is used to apply air pressure to a cylinder through the spark plug hole, indicating leakage by a rise of the liquid level in the tube.

Want more info? Use coupon on page 99 and you will get it!



Jenolizing makes any station busier!



Model 12500 Jenny
Other models
for as little as
\$17.90 a month.



HOMESTEAD VALVE MANUFACTURING COMPANY
Hypressure Jenny Division, P.O. Box 99,
Coraopolis, Pa. In Canada: Hypressure Jenny Sales
and Service Ltd., 517 Jarvis St., Toronto 5, Ont.

It's been proved time and time again that Jenolizing pays off . . . in new customers . . . in extra car care for regular customers. For example, Hollenshaide's Texaco Station in Towson, Maryland, has increased its business and is making extra profits through Jenolizing.

Jenolizing combines the newest method of steam-cleaning with a genuine Jenny® and a special rust-preventive coating that gives engines that showroom sparkle. Profits from the quick, 2-step process range from \$3.50 to \$4.50 per job. Some dealers earn as much as \$142.50 a week extra! Get the facts . . . arrange a demonstration by mailing this coupon today!

MAIL TODAY FOR DEMONSTRATION

- ☐ Please arrange a demonstration of Jenolizing.
- ☐ Please send me additional information on Jenolizing.

Name.....Title.....

Company.....

Address.....

City.....Zone.....State.....

616—Socket Wrenches

A full selection of 12 sizes of Metric socket wrenches in $\frac{3}{8}$ " drive, including all popular sizes in 12-point sockets from 8mm. to 19mm., have been announced by Proto Tool Co., 2209 Santa Fe Ave., Los Angeles, Calif.



A new set—"5200M"—contains 1 each of the 12 sockets in a metal tray. For jobbers and dealers the sockets will be packed 6 of one size in a carton, and for their merchandising panels, an adapter is available so that 2 each of the dozen sizes can be displayed. The additional range of sockets in $\frac{3}{8}$ " drive supplements the Metric and Whitworth tools already offered by the company.

Want more info? Use coupon on page 99 and you will get it!

617—Polish Pad

Said to meet all automobile polishing and finishing needs, an all-purpose, polish and compound pad, "Tuf-Pile," announced by Beverly Mfg. Co., 10 Roland St., Boston 29, Mass., is made of 100% combed virgin wool.

The $1\frac{1}{4}$ " pile is permanently bonded to a rugged duck backing with reinforced center hole. Pad reportedly will stand up to rough treatment, providing top efficiency and uniformity in polishing and finishing cars.


Want more info? Use coupon on page 99 and you will get it!


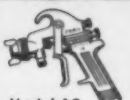
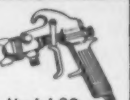
618—Accessory Catalogs

Two 36-page catalogs listing all replacement and accessory parts supplied by Anchor Rubber Products and Doan Mfg. Divisions of Anchor Industries, Inc., 1725 London Rd., Cleveland 12, O., both of which catalogs are divided into 3 sections for the jobber, dealer and counterman, contain complete data on "Tuftex" lines in rubber automotive replacement floor mats, protector mats, motor mounts, pedal pads and bushings, manufactured by Anchor Rubber, and Doan Division's "Armor Flex" lines.

The first section is the interchange guide of original part numbers to Anchor (or Doan) part numbers. The second section contains illustrations and replacement data, while replacement guides in the third section reportedly aid countermen by listing parts by car make, model and year.



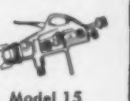
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Model 18 Model 19 Model 29

FACTORY-QUALITY FINISHING

Model 26 Wren Air-Brush Model 15

PROFESSIONAL TOUCH-UP

Model 7E2 Model 18D

UNIFORM UNDERCOATING

8 profitable ways to apply quality finishes and coatings

You will find these Binks spray guns (and many more) on the production lines of leading automotive manufacturers. Top performance and beautifully finished products are a must. These same benefits will help you turn out customer-pleasing work with a speed and ease that is more than profitable.

Binks spray guns for your shop

Whether you do a lot of body work or an occasional job, there are Binks spray guns exactly suited for your shop. Binks production spray guns will apply finishes which rival original factory appearance. For touch-up work, Binks spray guns give you the delicate control needed to blend new finishes into old. And,

for undercoating work, Binks heavy-duty models make a fast, clean job of applying these materials.

Local service, too

A Binks spray gun is mighty durable. More important, though, when you do need a part, your local Binks jobber (there are over 6,000 of them) will have it and you will be back in business in a hurry.

Ask your jobber

for all the facts about Binks spray guns and all the other finishing, touchup and undercoating equipment that tools you up for greater profit. Also ask him for Bulletin O.B. or write direct to the address below.



Ask about our spray painting school
Open to all...NO TUITION...covers all phases



Binks Manufacturing Company

3126-38 Carroll Avenue, Chicago 12, Illinois

REPRESENTATIVES IN PRINCIPAL U.S. & CANADIAN CITIES • SEE YOUR CLASSIFIED DIRECTORY

619—O-Ring Service Kit

Most wanted sizes and as many as 305 pieces are stored in a 9¼" x 6¾" x 1½" shatterproof plastic case containing a National Oil Seal O-ring service kit, announced by Federal-Mogul Service, Division of Federal-Mogul-Bower Bearings, Inc., 11031 Shoemaker Ave., Detroit 13, Mich.

Lid design increases storage space by use of molded-in spindles for smaller rings which center within the inner circumference of the larger size rings in the base wells when lid is closed. O-ring numbers are clearly embossed in the case with size specifications inserted in the lid for ease



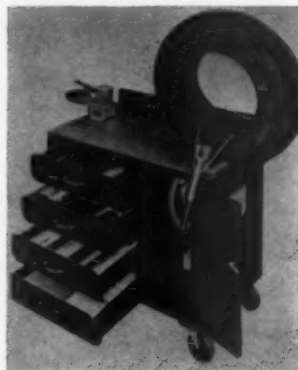
of identification. A gauge is molded in the base for quick checks on ring

diameter measurements. Two smaller kits will be available at the same time as the master kit.

Want more info? Use coupon on page 99 and you will get it!

620—Tire Repair Stand

Designed to speed and simplify puncture repairs by providing in one place all tools and supplies needed, "Dillmobile," announced by Dill Mfg. Co., 700 East 82nd St., Cleveland 3, O., is a caster-mounted stand which can be moved to the repair if



necessary—either inside or outside—or it can be used as a permanent workbench if desired.

The unit, which comes equipped with a tire spreader, is of all-steel construction, has 4 drawers and cabinet storage space. It is finished in enamel and measures 36" long (plus push bar), 21" wide and 34" high (plus a 4" backstop).

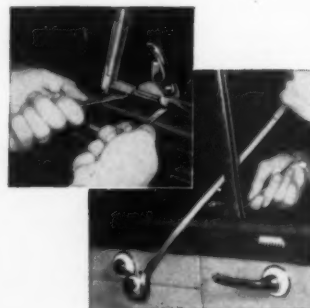
Want more info? Use coupon on page 99 and you will get it!

621—Car-Opening Set

Designed for use by authorized car dealers, garages, service stations and police departments only, a combination set of 3 car-opening tools, introduced by Houser Engineering & Mfg., Inc., Bluffton, Ind., reportedly will unlock all makes and models of cars without damaging locks or windows.

On latch-type ventilator window locks, one flat, rod tool slips between vent window frame and rubber molding to depress latch-locking button. Double-ended tool can then be inserted to flip up the latch and open ventilator window.

Want more info? Use coupon on page 99 and you will get it!

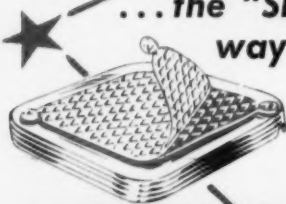


"MAYBE IT'S SAFE" won't do for tire repairs



VULCANIZE
... and be **SURE**

...the "SIZZLE" PATCH way is easy



Remove tire from wheel for inspection of injury and a more thorough repair. Look for other possible defects.

Seal hole with "Filler Tab" or gum rubber. It protects against tread and ply separation due to air seepage and foreign particles.

Clamp "Sizzle" Patch in position, and apply match. Allow to stand 5 minutes. Lift out pan.



MONKEY GRIP

"SIZZLE PATCHES"

- For Tube Repairs.
- For Tubeless Tire Repairs.

Available in shop size and motorist size kits.

MONKEY GRIP SALES CO.

P. O. BOX 6170

DALLAS, TEXAS

POWER BRAKE REPAIR JOBS



Wagner Lockheed POWER BRAKE REPAIR KITS
each contain a detailed "HOW-TO-DO-IT" INSTRUCTION SHEET

Every Wagner Lockheed Power Brake Repair Kit includes an easy to follow "How-to-do-it" instruction sheet that will enable any mechanic to turn out repair jobs faster, better and more easily.

The instruction sheet names and identifies all parts and shows the steps to be taken in disassembly and assembly of all sub-units and components. Your mechanic does not need previous specialized experience in order to repair a power brake.

Wagner is first in the field with a complete line of Power

Brake Repair Kits...and with a "How-to-do-it" program to help you tap this new source of profitable business.

THE MOST COMPLETE LINE—Wagner Lockheed Kits are available for all makes of cars...with a selection of single packaged units, major kits, minor kits, packing kits and poppet valve kits.

There's a supplier of Wagner Products located near you. Consult him for details, or mail the coupon for a **FREE** copy of Catalog AU-1300.

Wagner Lockheed

LOCKHEED BRAKE PARTS, FLUID, EXCHANGE SHOES and LINING • AIR HORNS

AIR BRAKES • TACHOGRAPHS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES

Wagner Electric Corporation

6362 PLYMOUTH AVENUE, ST. LOUIS 14, MO., U. S. A.
(Branches in principal cities in U.S. and in Canada)

Please send your Power Brake Repair Kit Catalog AU-1300.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY & STATE _____



TIME SAVERS

To Hold Screw Securely While Shortening It

HERE is a good way to hold a screw while cutting it to shorten it:

Run the nut up close to the head of the screw and insert screw, head first, into a hex nut driver. Hold projecting end in a vise and cut to the desired length, then back the nut off to straighten out the cut threads. The hex nut driver in this



way serves as a screw-cutting jig.
—Stan Clark, Stanley Clark Service, Box 2162, East Bradenton, Florida.

On-the-Car Draining Of Carburetor Bowl

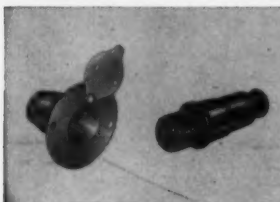
HERE is a simple way to drain gasoline and dirt from carburetor bowl after top has been removed, but with carburetor still on the car:

Stick one end of a short piece of wiper hose into carburetor bowl, allowing other end to hang over the side. Blow on outside end with an air gun and the siphoning action will drain the bowl in seconds.—Carroll W. Bumgarner, B. & G. Garage, Box 737, Chatham, Virginia.

To Devise Picking Tool From a Tire Iron

FROM a tire iron we made a handy picking tool which permits fast repair of many minor jobs in quarter panels and other places where a hammer cannot be used.

Half the round handle was beaten flat and a picking hook then forged on the flat end. The picking end can be poked up from underneath the door through a drainhole or an opening made nearest the damage and damage picked out by maneuvering the hook end. Where damage is high on the panel, a piece of pipe slipped over the tool extends its range. We find a 15" length covers most jobs, with the flattened end of tool 1/4" thick and



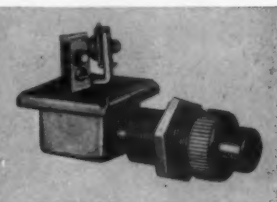
Polarized Four-Pole Trailer Connector Assembly for Passenger Cars.



Underwriters' Laboratory Approved Toggle Switches With or Without Wire Leads.



Complete Electrical Control Switch Panel for Electric Starting Requirements.



Moisture and Dustproof Momentary Starter or Choke Switch.

COLE-HERSEE

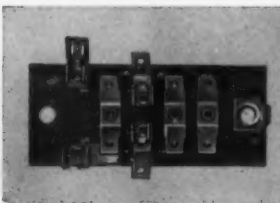


COLE-HERSEE CO.
Over 40 Years of Consistently Better Products
20 OLD COLONY AVENUE, BOSTON 27, MASS.

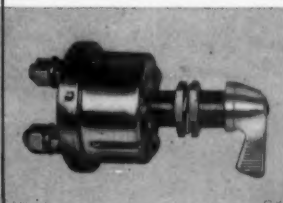
Quality

AUTOMOTIVE and TRUCK ELECTRICAL PRODUCTS

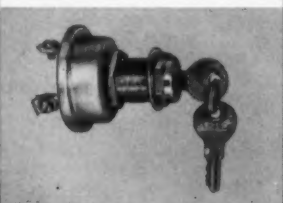
Terminal and Fuse Blocks With Fast Slip-On Type Terminals.



Battery Master Disconnect Switches. Single and Double-Pole Versions.



Combination Ignition Starter Switches With Coded Tumbler Lock and Keys.



Pilot Lamps — Gasketed, Waterproof With Clear or Red Faceted Lenses. Single or Double Contact. 6, 12 or 28 volts.



GOT A GOOD IDEA?

\$7 will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga. Rejections cannot be returned.

3/4" wide.—Harry J. Miller, 991 Forty-Second, Sarasota, Florida.

Devising Useful Tool To Lift Floor Mats

WHEN servicing parts located beneath the floorboard, such as the master cylinder, etc., an alligator clip or spring-type battery clip joined to a length of coat-hanger wire makes a useful tool for lifting the floor mat out of the way so that it will not be crimped or damaged.

Bend an end of the wire into a hook and slip a length of rubber tubing over it. Clamp edge of floor mat in the spring clip and hang the rubber-bushed hook to any vantage point where mat is up out of the way.—Ed Mayover, 1601 - 14th Street W. (U. S. 41), Bradenton, Florida.

Cleaning the Shields On Trouble Lights

WHEN oil and dirt are baked on the shield or deflector of trouble lights and they don't give off the light they should, clean them this way:

Remove shields from cords and place them in the carburetor cleaner. Leave them overnight and they will come out clean. Just rinse with water.—Everett May, Wells Motor Company, 417 Main Street, Pikeville, Kentucky.

Removing Oil Filters On Ford, Mercurys

HERE is a way to remove the screw-on-type oil filters on Fords and Mercurys from 1957 up when they are stuck and cannot be unscrewed by hand:

Loop a discarded fan belt twice around the filter and use end of belt as handle. This method has not failed yet. Try it. — Roy Graves, Medina Garage, Medina, Tennessee.

Making Tool to Remove Leaking Oil Seals

A KNOCK-OUT tool for removing leaking oil seals on rear axle housings can be made from a 7/16" rod about 18" long.

Cut a thread 1/2" long and install

a nut on one end of the rod. Flatten the other end by heating and bend it to form a 3/4" hook. A heavy cylindrically-shaped piece of metal, drilled so it slides freely back and forth on the rod, makes a sort of slide hammer. To use, place hook on the inner side of the seal and weight is slammed back against the nut. This yanks the seal out in a hurry.—Ed Mayover, 1601 - 14th Street W. (U. S. 41), Bradenton, Florida.

Come on! Try your hand for seven bucks as these men did!



handles all wheel treads from 42½ inches to 65 inches

Cash in on profitable wheel alignment service with this new Weaver WJ-121 DeLuxe "Floor Level" Wheel Alignment Outfit. Adjustable Tread Rack permits wheel alignment service from the small cars to the wide track Pontiac. No need to pass up this profitable service because the cars won't fit on the rack.

The WJ-121 Outfit is designed to offer a complete and accurate service in a unit that does not absorb the floor space necessary for the usual "rack" installation. The simplicity of operation and unrivaled accuracy of the Weaver Way wheel alignment system will enable you to make more profit per job . . . avoid costly come-backs.

In addition to the WJ-121, Weaver also has available, "above the floor" alignment Outfit with Adjustable Tread Rack. See your Weaver jobber or write us for details on these and other Weaver Alignment Outfits.



WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U.S.A.
DIVISION OF DETROIT HARVESTER COMPANY

SERVICE EQUIPMENT

Complete line includes: Twin Post Lifts . . . Triple Post Lifts . . . Single Post Roll-on, Free-Wheel and Frame Type Lifts . . . Unit Lifts . . . Bumper Jacks . . . Car Washers . . . Wheel Alignment Equipment . . . Headlight Testers . . . Brake Testers . . . Wheel Balancing Equipment . . . Jacks . . . Wheel Dollies . . . Air Compressors.

Better Educate Employees

(Continued from page 59)

of us, being small businessmen, are content to sit on our chairs and think that the trend cannot come this way, but, gentlemen, you are wrong. You had better get your house in order quickly, and you had better take a look at your politics.

One of the greatest detriments to profit today is the thing called politics, and again you have sat on your chairs with a "Let George

Do It Attitude" and have elected both local, state and national officials who listen to the voice of the union leaders. It is your fault . . .

In this country today there are 475,000 union officers and officials and 300,000 of them are full-time union employees. When these union fellows are not busy bringing up grievances to employers, they have a lot of time on their hands, and where do you think this time is being used? These people are not lazy. They have an objective and they are using their time on poli-

tics. Gentlemen, they are talking politics and getting votes for the union candidate.

Recently a survey was made in Atlanta by the union and it was determined that in the city of Atlanta that there were more union members than people who voted in the last city election. Now if the union could get all of their members to vote the way they want them to vote, what would happen to the management of the city of Atlanta? Or any other city under the same situation?

If you people don't begin to take politics seriously and actively support the candidate who is sound economically and who will do the right thing, "Bud, you have had it."

Politics in business is beginning to be revived and some of our largest companies are not shunning politics any more. In fact, they are encouraging their employees to take an active part. I do not mean that they are telling employees how to vote but they are educating the employee and recommending that their key employees take a part in politics from a "vote-getting" standpoint.

In the past, many businessmen have been afraid to assert themselves in politics for fear of a loss of business with the very result of the situation that we are into now. Fellows, if you don't fight for what is right, you will never get what is right. If I should ask any of you in this room whether or not you would be for sound, honest government, every one of you would say that you are for sound, honest government, but, on the other hand, I will wager that some votes have been cast for candidates by some of you in this room not because you felt that the man was right, would do the right thing and was sound economically, but simply because you thought he would throw a few dollars business your way.

Portable Equipment Offsets

(Continued from page 50)

cleaning establishment, etc.

I wish I could expand, but there's no room at either side. Expansion out of this area of top-price real estate to another location would be a mistake. In this beehive of constant activity my shop is known and preferred by a good many residents in the community. It would be foolish and expensive to desert them.

more than a patch. **CAMEL** is a complete repair method!

CAMEL provides the world's finest patches and the complete line of tools . . . all laboratory and road tested to make sure, safe "life-of-the-tire" repairs.

CAMEL goes further — with recommendations of tested repair methods based on continuing research of tire injuries and repair failures.



"Our belt sales soared after taking on Gates"



says Cass Kolomyski
Rosedale Shell
31800 Plymouth
Detroit, Michigan

"In times past, we didn't sell very many belts — maybe 5 or 6 a month. But our belt sales soared after taking on Gates. Now we sell about 75 per month. And we sell Gates V-Belts with confidence because we feel we are giving customers top-quality belts.

"Our men have installed so many Gates Belts they are experts. They especially like the Dial Finder because it makes finding the proper belt so much easier and faster.

"Other Gates Sales Tools, such as the Mystery Car Campaign and dealer mailings, are excellent. They keep employees on their toes, and are constant reminders to check belts."

Gates station-tested sales methods can help you, too, to get a higher turnover on V-belts...to make more money...to keep your customers satisfied. Gates sales-building methods are used with—

NO bother to customers • NO service slow-down

Changing over to the TOP-PROFIT Gates Line is easy, and you WON'T LOSE A PENNY on your present stock. Simply call your nearby Gates Supplier, and he'll make the switch promptly.

The Gates Rubber Company • Denver, Colorado
Gates Rubber of Canada Ltd., Brantford, Ontario



World's Largest Maker of V-Belts



TPA 421

Gates Vulco V-Belts

We did the next best thing. We decided to make the most of this 36' by 24' building through compact, portable equipment, good efficient scheduling and planning, and using to advantage our capacious 20-car parking lot of 115' by 160' deep. On a rising stretch of ground, our parking lot helps the situation.

Combining all these factors make possible the constant turn-over of jobs in our two bays.

In one of my 12' by 24' bays I have a four-post portable electric

frame lift, in the other a hydraulic H-frame lift. In the two feet of space along one wall I have a portable wheel balancer, motor analyzer, distributor machine, workbench, generator lathe and a portable grinder. In the rear are located a portable workbench of the wheel type, portable tool cabinets, automatic transmission lift and oil chain controlling overhead lubrication equipment.

The portable brake riveter, valve grinder, drum lathe, air compressor, oil and grease storage

are fitted snugly into a small 10' by 12' room, in front of which are office and parts room, and rest room.

A scuff gauge is tucked right into a corner of the garage, taking no useful space, which checks and tests alignment of a car driving into one of the stalls.

From our equipment it may be gathered that we do every type of minor and major repair, including automatic transmissions. About 20 cars turn over in our stalls daily. Scheduling tightly every job we take on, we move cars in and out of the stalls, throwing two men on a car when possible to keep turn-over constant. About 30% of our repairs is in minor repairs, 60% in major. We have two full-fledged mechanics, two helpers and, as the shop's operator, I diagnose car trouble and do customer contact and selling.

Turn No Customer Away

The great asset of accommodating small, compact portable equipment to any shop is that you turn no customer away. You can take on everyone, whether front-end alignment, motor overhaul, brake or automatic transmission. You give no customer a chance to find out that the shop down the street may be as good as yours. You cut down your competition.

A one-stop repair shop taking care of all of a car's needs pleases a customer. You better your customer relations.

When you use every inch of space profitably and productively throughout the year, the relation between your overhead and income leaves you wider margins.

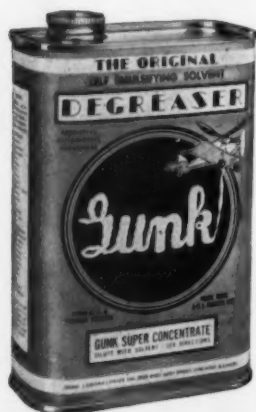
Equipment itself is only part of the story, however. To utilize it to its maximum, your planning and scheduling must be such that no car ties up a stall idly waiting for a part. You stay one jump ahead by sorting the repairs that can be moved out quickly from those that may take a couple of days. You plan several days in advance. Of course, when the weather is fine, you've got fortune in your favor. The lot comes in very handy.

Having had a large shop with big, expensive equipment at another location until a state road cut through it, I speak from experience when I say that small, portable equipment can do a mighty efficient job. We would be setting our own gross profit back by 30% if we cried lack of space and did nothing about it.

"Be a GUNK-spert..."

MAKE MORE MONEY CLEANING ENGINES with GUNK®

and NEW Ein-Zwei-Dry POWER GUN!

® Reg. trade mark

WHAT A TERRIFIC PROFIT COMBINATION FOR YOU! Now degrease and clean engines *faster* with GUNK SUPER CONCENTRATE using the new Ein-Zwei-Dry Power Gun. Cost of enough GUNK-kerosine mixture to clean the average engine is only 35¢. Lets you make more money cleaning engines at a small investment. Also ideal for degreasing parts right on the wash rack. It's as easy as 1-2-3:

1. Power Gun sprays on GUNK with deep penetrating force to reach all dirty surfaces; permits thorough degreasing in minutes, without harming engine or ignition system.
2. Power Gun rinses away grease and grime emulsified by GUNK with non-splashing water jet; won't clog drains.
3. Power Gun dries cleaned areas quickly with controlled air pressure action.

"Be a GUNK-spert" — have your jobber demonstrate how it pays you to clean away grease, grime and oil with fast acting, safe GUNK. The best for keeping concrete floors clean, too. Remember, there's only one GUNK® — SUPER CONCENTRATE — it's the original and always the best!

Banners To Advertise
"ENGINE CLEANING
WITH GUNK"
Are Available On Request
From Your Jobber.



GUNK CHICAGO CO., River Forest, Illinois
serving the Midwest and Southwest

RADIATOR SPECIALTY CO., Charlotte, No. Carolina
serving the East, Southeast and far West



How to Go Broke

(Continued from page 53)

after Smith finally got around to modernizing his adequate office, in itself a far cry from the used-car-lot shack where he used to work. But now he had a paneled office, air-conditioned, sound-proofed, with a deep carpet, massive furnishings, concealed cabinets for refreshments and other supplies, telephones with chiming bells, high-priced wall decorations, a beautiful secretary and a nearly equally attractive receptionist.

He designed all these conveniences himself for greater efficiency and more sales, but, strangely, they seemed to reduce Smith's availability to most of his real friends.

Phone callers were at the mercy of the receptionist, and personal callers usually had to content themselves with waiting on him in the plush outer office, pondering what wondrous things were happening in that luxurious inner sanctum.

City "Big Wheels" Irked

One delegation of the city's top businessmen were frankly irked by having to "cool their heels," as they said, when they called to present Smith an invitation to accept a high civic honor. They did, however, confer the honor, Smith accepted and at the time the incident was forgotten, only to be recalled by later events.

With the business in fine shape and growing, Smith was able now to devote more time to outside obligations and activities. He acquired a number of speaking engagements and chairmanships of civic campaigns and committees.

But not all of his outside activities were confined to civic projects. During lengthening absences from his comfortable office, it was noticed that one of his women employes was often absent at about the same time.

His other employes and a few outsiders who remembered this fact had their guesses confirmed later when Smith's name appeared as a defendant in a newspaper list of suits filed for divorce.

That was quite a shock to the community, because leading citizens do not usually find themselves in such predicaments. On the other hand, it was a highly personal matter, wholly separate from business, and just a misfortune that could happen to anybody.



This **DIXISTEEL** Building
COST ONLY \$3.32 A SQUARE FOOT
 Complete with air conditioning



\$1.46 a sq. ft. for this 25,200 sq. ft. warehouse, including all accessories



\$4.00 a sq. ft. for this 6,000 sq. ft. warehouse and air-conditioned office.



\$2.00 a sq. ft. for this 10,000 sq. ft. hanger, including expensive hanger doors at each end

This 7,000 sq. ft. warehouse and 450 sq. ft. office of the Benton Bros. Drayage & Storage Co., Brunswick, Georgia, was completed in 40 days at a total cost of only \$3.32 a square foot. This included a reinforced concrete floor 42" above ground level; two 10' x 20' canopies; three overhead doors; all heating, wiring and plumbing, including three toilets and shower; insulated, air-conditioned office with brick side-walls; painting.

The Benton building is typical of the hundreds of DIXISTEEL Buildings erected throughout the South—some for as little as \$1.25 a square foot.

There is a DIXISTEEL Building to suit your needs—from the smallest, to large, clear-span multiple units covering any area desired.

Contact your nearest DIXISTEEL Building dealer or write for descriptive literature and details.

- Eight standard widths—30' 40' 50' 60' 70' 80' 90' 100'
- Lengths can be any multiple of standard 20' unit
- Sidewall heights 10' 12' 14' 20'
- Multiple units of virtually any width, height, length

HOME OF
DIXISTEEL
 PRODUCTS

FREE ESTIMATES • NO OBLIGATION

Steel Building Division

Atlantic Steel Company

P. O. Box 1714, Atlanta, Ga. • TRinity 5-3441

It did have its effect on the agency, a sort of passive but general letdown in efforts and incentives of the personnel. Little frictions sprang up, little irritations made teamwork falter.

Things began to happen to the inventories and to the money. It was as if Gremlins had invaded the place, but the big business kept on running itself for awhile, despite these handicaps.

A definite decline set in somewhere along about here, and the sales record chart began to fluctu-

ate from its normal straight rising pattern. Creditors had to wait a little longer for their monthly checks.

Even at this late date it might have been called a temporary situation. It could happen to any business.

Nevertheless, circumstances had reached a point where something had to give. It did, and quite by accident. Somehow, for some reason, one of Smith's creditors began to compare notes with other creditors, and revealed an amaz-

ing fact—that Smith was broke, and worse. His apparently thriving business was buried under liabilities that greatly exceeded its assets.

What Smith had done was to parlay his debts to banks and discount firms. The creditors found that in some cases several of them had financed the selfsame shipments of automobiles. This was proved by a comparison of new-car serial numbers on their books.

This, of course, brought the tax investigators running.

Further details are unnecessary. Smith's franchise was pulled forthwith. His personal and business financial affairs were in chaos. He had lost a fine family and an envied reputation. His only salvage was a bare immediate escape from a penitentiary.

Now, what went wrong, and where?

No two people will agree on a single cause. Some blame egotism, some say over-ambition; others put it on overexpansion, overconfidence, or lack of integrity. Whatever it was, the result is the same, and to make it more puzzling, it happened to a man with intelligence, ability, money and opportunities.

Probably the simplest and most accurate diagnosis of the whole case came from one of the victimized creditors who said:

"He was just a plain damned fool."

Turn or Not to Turn

(Continued from page 56)

saved him on at least two occasions during the past year, when the driver ahead gave a definite turn signal, with the directional signal system, was nothing less than Providence.

On one occasion, at the edge of a small Texas community, two highways, one from the North, one from the West, joined in a "Y" to form the main thoroughfare. Coming from the North, this observer fell in behind a car which reached the main thoroughfare seconds sooner. The driver ahead turned on his right rear blinker, indicating a right turn.

This being a wide thoroughfare, no traffic and low speed, this observer decided to pass and did so, in the normal manner, but wondered why the car being passed pulled so far to the left, to make a right turn. After passing, the rear view mirror showed the other car making a left turn, instead of the



Barrett's

heavy duty

BRAKE-MOBILE

it's new!

it's streamlined!

it merchandises
Brake Service!

it sells
Brake Service!



The income from **ONE** brake adjustment per day will purchase a Brake-Mobile.

B-6A Illustrated

The Barrett Brake-Mobile—the *original* Portable Brake Service Shop—is equipped with the World Famous DRUM-Dokter Lathe for drum machining and Brake Shoe Grinder for precision fitting of brake shoes to drums.

Use Anywhere...



Brake Work outside of station attracts new customers.



Use wash bay when idle for Brake Work.



Completely portable—store between hoist rails at night.

BARRETT EQUIPMENT CO. 2101 CASS AVE., ST. LOUIS 6, MO.

Branch Operations: Miami, Fla. — Los Angeles, Calif. — Philadelphia, Pa. — Cleveland, Ohio
Export, Springfield, Ill. — Canada: Toronto, Edmonton

L-8

right turn signalled.

On another recent occasion, this observer approached a major intersection, where traffic was heavy, seeking to make a left turn. The left-turn signal was on. Approaching from the opposite direction, also with left-turn signal blinking, was a Cadillac, driven by a woman. Obviously, this was a completely safe maneuver, both cars seeking to turn left, and this observer did turn left. It was a close call, because the Cadillac continued straight ahead, left-turn signal still blinking.

Then, entering a thriving Arkansas city recently, a heavy truck, with left-turn signal blinking, approached this observer from the opposite direction on a two-lane highway. The truck was observed to slow speed considerably and, since there was an opening on this observer's right into which the truck could turn, this observer applied brakes. This resulted in much squealing of rubber as other drivers to the rear applied brakes. But the truck moved on ahead, the driver apparently ignorant of his functioning left-turn signal.

In one of these three cases, then, the error was strictly human. In two of them, the error was at least partially mechanical, since either the click-click was not functioning or this type of warning to the driver that a turn signal is on, is not offensive enough to command attention.

So, with the incidence of human and mechanical error what it is in directional signals, this observer has coined a new driving creed for himself. It is:

"If the driver ahead puts on a left-turn signal, be careful. He may be planning to turn right."

AC Replacement Sales Hit Record Highs

JUNE spark plug replacement sales for AC Spark Plug Division were 23.5% above June 1958 sales and 6.2% over the previous high June in 1957, according to Joseph A. Anderson, general manager of the division and vice president of General Motors.

Oil filter sales for June were 28.7% higher than June of 1958 and 23.1% more than the previous record June in 1957, Anderson said, while fuel pump sales were 46.1% above the previous high June, which was last year. Total replacement sales for the first six months of 1959 were 10.3% above the first half of 1958, he said.

NEW WARM WATER RINSE!

now available with



**MAKES
CLEAN-UPS
QUICKER,
EASIER
THAN
EVER!**



"U" fitting allows operator to mix steam jet with cold water (from "T" fitting) for 125° water for rinses.



Now—dissolve caked-on mud, grease, sludge in *minutes* instead of hours with Vapor's *high-impact* steam cleaning (80 gal/hr @ 125°). Finish up with a warm-water rinse that delivers 245 gal/hr @ 125° to quickly wash away loosened dirt, soaps and detergents... cleans surfaces perfectly for paint or undercoating. Great for grease pits, floors, driveways, too—shows customers you take pride in your work! Burns kerosene, No. 1 fuel oil or gas. Warm-water rinse, soap tank, or handy wheels for extra convenience are optional equipment.

for bigger jobs...

VAPOR MODEL 200 UPGRADER MAJOR STEAM CLEANER

- 200 gal/hr @ 120 psi.
- Built-in soap solution tank
- One unit can supply two steam guns
- Easily portable (wheels optional)
- Complete with wire-braided steam hose
- Burns fuel oils No. 1 or 2, or natural gas



VAPOR HEATING CORPORATION

Dept 44-H, 80 East Jackson Blvd., Chicago 4, Ill.

Please send: Bulletin on ☐ Model 80 ☐ Model 200 Steam Cleaner
☐ name of nearest dealer

Name _____

Address _____

City, Zone, State _____

Two Texas Garagemen (Continued from page 52)

homa City in January of 1955.

Fourth member of the group that would be the nucleus of the proposed Dallas IGOA chapter is George Simpson, operator of the George Simpson Garage.

Bethel, Cook and Simpson are at-large members of IGOA. Bethel and Cook say there are a number of members-at-large scattered over Texas. They have no doubt that IGOA will charter the new

chapter when the time comes.

"What we want is to get IGOA started in Texas with a new chapter here in Dallas," said Bethel.

"There are other towns in Texas that want IGOA, too. We can't wait much longer and a chapter here will get it started in Texas. IGOA is doing a terrific job and should be supported.

"Although I am president of the Dallas chapter, I was not acting for the chapter in signing the telegram. This action was not discussed with the chapter member-

ship as a chapter project. It was strictly an individual action on my part. Of course, there has been discussion between myself and members of the chapter about IGOA, but I was not acting for the chapter in sending the telegram.

"There was a reason for specifying the dates named for the organization effort. We suggested this effort be made immediately after the state convention, scheduled for Dallas March 25 through 27, next year. The convention was set to coincide with the Southwest Automotive Show that same week.

"We in Dallas are making a special effort to get independent garagemen of Texas interested in attending and supporting the show. We hope to get the independents of Dallas and Fort Worth to close up for one day and attend the Southwest Show."

Ledbetter said he signed the telegram because he believes it is necessary to get IGOA into Texas.

"We have to do something pretty quick, or someone will do it for us," he pointed out.

Uncle Sam—or Garagemen?

"At the Odessa convention of IGAT last fall, one of the speakers warned us that the federal government is likely to step in if we don't police our own garage business.

"There is another reason we need IGOA. We have to make this business attractive for young men. As conditions are now, there aren't enough young men coming into the business."

Cook said he was out of town at the time or would have signed with Bethel and Ledbetter.

"I don't want to hurt anybody's feelings, or start a row about it," he said, "but I believe that in less than a year there will be an IGOA chapter in Dallas. And I am not so sure there won't be some others.

"People all over the state want in IGOA. I don't mean that sentiment is solid, but it exists all over the state.

"The Dallas chapter is already on record in favor of affiliation with IGOA. Just before the spring convention in Waco, which was April of 1958, the Dallas chapter voted in favor of affiliation and instructed its delegation to the Waco convention to introduce and support the issue of affiliation.

"It is my firm conviction now that at least 50% of the members of the Dallas chapter will be for the proposed IGOA chapter in Dallas."

Now DILL VALVE-PAK for 1959

...Tubeless Valves For All Cars

(including '59 Models) In Convenient Kits



GET YOURS TODAY! CHOOSE FROM 2 COMPLETE ASSORTMENTS

Valve-Pak 5258

Includes:
34 Assorted Full Length Valves
20 Extensions
1 Valve Installing Tool
1 Transparent Styrene Case

Only
\$1725

Valve-Pak 5258-A

Includes:
35 Assorted 1 1/4" Valves
25 Extensions To Make Desired Lengths
1 Valve Installing Tool
1 Transparent Styrene Case

Only
\$1783

AVAILABLE FROM YOUR SUPPLIER OR WRITE DIRECT TO DEPT. S-J

The **DILL** Manufacturing Company
700 E. 82 Street, Cleveland 3, Ohio

1908 **50th** DILL 1958
ANNIVERSARY

Cook said that in his opinion there was no reason IGOA would not charter a second Dallas chapter.

At the Waco convention Cook referred to, the issue of affiliation by IGAT with IGOA never got before the convention specifically. But closely-related issues were dealt with by the convention in such a manner there was no doubt as to what the fate of an affiliation motion would have been.

IGOA's President Reagin Comments on Texas

SHOWN the comments by the president of IGAT and the Dallas garagemen, President H. F. "Red" Reagin of IGOA, whose shop is situated at Atlanta, told SAJ editors:

"IGOA does not want to do anything to disrupt any state organization in Texas, but we do hope to see garagemen there realize what



IGOA President Reagin

IGOA is seeking to accomplish and join with our national program to elevate the standards and working conditions for all the garage operators.

"We take our hats off to any organization that is functioning successfully and the Independent Garagemen's Association of Texas certainly is doing so.

"There will be no undue pressure on our part to bring garagemen of Texas into IGOA, but anyone desiring to join most assuredly will be welcome.

"Within the framework of the constitution and bylaws of IGOA we believe there's ample room for a state association to function successfully and with the independence shown by the many fine state associations now affiliated with IGOA."

NHUC Appoints Cavett For Southern Region

CLARK B. Cavett has been appointed regional representative in Kentucky, Louisiana, Mississippi and Tennessee for the National Highway Users Conference, replacing Glen B. Dunkle, who became regional representative for Arizona, New Mexico and Texas.

A native of Jackson, Miss., Cavett was reared in Morristown, Tenn., and is a graduate of the University of Tennessee. Before

joining the NHUC staff he was executive secretary of the Lebanon and Wilson County Chamber of Commerce in Lebanon, Tenn., where he resides.

Regional representatives are maintained over the entire U. S.

Edmon Opens in Bossier City

J. V. Edmon, former representative for Cedar Rapids Engineering Co., has opened the Bossier Automotive Machine Co. in Bossier City, La.

FREE

with your purchase of
a Pullman Vacmobile
for your station!

...83 PIECE BADGE-O-RAMA MERCHANDISING KIT

Means twice as many
TBA sales!



FREE
\$12
BADGE-O-RAMA
KIT

INCLUDES:

- Plastic Badges for your men
- 78 Piece Badge insert set printed with psychologically tested messages.
- Wall-hang case to keep kit where service men will use it.

**WHEN THEY EYE IT...
THEY BUY IT!**

You can own a famous
Pullman
Vacmobile
for only 40c a day!
... pay only \$12 down,
\$12 a month.

Including

- Badge-O-Rama Kit
- Free Vacuuming Sign
- Free Hangtags
- Complete accessory kit including Accordion Hose, Cravice Tool, Upholstery Tool and exclusive Never-Clog Filter.



PULLMAN
VACMOBILE

**SEND FOR FREE SAMPLE
BADGE NOW!**
PULLMAN
Vacuum Cleaner Corp.
Dept. SAJ-8
25 Buick St., Boston, Mass.
**RUSH ME MY FREE
SAMPLE BADGE**
and full details on Pullman's

-----> BADGE-O-RAMA

NAME _____

ADDRESS _____

STATION NAME _____

CITY _____ STATE _____

©1959 Pullman Vacuum Cleaner Corp.
25 Buick St., Boston, Mass.



A wholesale management executive course presented by Ohio State University recently at Columbus under the sponsorship of the National Association of Wholesalers was attended by these wholesalers who are also members of the Automotive Service Industry Association (l. to r.): seated, Alfred W. Barber of Youngstown, O., Walter B. Warren, Jr. of Lexington, Ky., William Hedges of Portsmouth, O., O. C. Johnson of Melbourne, Fla.; standing, William P. Smith of Lexington, Ky., Robert Estabrook of Bay City, Mich., Donald Tuck of Novi, Mich., Garry H. Hines and Lew Hines of Billings, Mont., and Paul W. Shaw of Lexington.



Memo from Murray

*When you're under the hood,
Where profits are good,
Remember,
Hose Clamps need changing, too!*



See Your Jobber!

MURRAY
COMPANY

TOWSON - 4, MARYLAND

Standardize on the complete line
of Murray automotive necessities

Hose Clamps • Steel Reinforced Plastic Battery Hold Downs • Battery Service Products

Jobber News

(Continued from page 63)

AEA Course Trains 1,200 Mechanics

THROUGH its training course program, begun since Jan. 1 this year, Automotive Electric Association has trained 1,200 students, service station operators and mechanics on motor tune-up, according to Executive Secretary J. Howard Reed.

The course is conducted by qualified instructors of local AEA service and central distributor members, with cooperation and assistance of the association manufacturer members. In addition, several universities and a number of trade and vocational schools with qualified instructors are using the course material as part of their educational and training program.

Permatex Co. Elevates Heeren and Taelman

ERNEST G. Heeren, formerly managing director of Permatex Co., Inc., has been elevated to vice president, C. A. Benoit, Jr., president, announced.

Former controller Edgar C. Taelman succeeds Heeren as managing director. In addition to his new duties Heeren will continue as treasurer and member of the board of directors. He joined the company in 1921.

Harold Woodward of Maysville, Ky., is new outside salesman for Kentucky Ignition Co., Lexington, according to John G. Irvin.

New Southern territory managers for The AP Parts Corp. are (l. to r.): James E. Morton, Henry W. "Hank" Scoggins and Al Richards. A native of Muskogee, Okla., Morton will head up the Oklahoma and Arkansas territory, headquartering in Tulsa. Scoggins, who was formerly with Mac's Super Gloss Co. of Los Angeles, will be in charge of the Texas territory from his Fort Worth headquarters. A newly-created territory in southern Virginia and northeastern North Carolina will be under the supervision of Richards, who will live in Richmond.



Walter Clouser Retires At Muskegon Ring

RETIREMENT of Walter Clouser on July 1 as vice president in charge of sales for Muskegon Piston Ring Co., Muskegon, Mich., resulted in a division of the sales department into original equipment and replacement divisions.

G. E. Smith and E. C. Chatfield have been named sales manager of the original equipment and replacement divisions, respectively. For the past three years, Smith has been assistant sales manager in charge of the Detroit sales office. Chatfield joined the company five years ago to assist Clouser in organization of activities in the replacement field.

Carter Elevates Thompson

V. F. "Buzz" Thompson has been appointed to the newly-created position of service sales manager of the Carter Carburetor Division of ACF Industries, Inc., according to G. P. Robers, Carter vice-president for replacement sales. Thompson, who joined the division in 1946, will be in charge of all equipment service sales, government products, service functions and school and field training programs. He will headquarter at the St. Louis plant.

Baton Rouge Firm Expands

Barnes Motor Supply of Baton Rouge, La., has opened a branch store in North Baton Rouge at 4510 Winbourne Ave., according to owner W. P. Barnes, Jr. A longtime employe, Louis Vavasseur, is in charge.

Power steering hose and My-Te winches have been added by Truck Parts Supply, Pharr, Texas.



*Doc Marvel's prescriptions
are the best engine
treatments in the world
← and*

PROFITABLE!



MARVEL HI-REV

Cures Engine Miseries!
Dissolves sludge and varnish—free hydraulic valve lifters.



MARVEL MYSTERY OIL

Prevents carbon formations, cylinder wall wear, sticking of exhaust valves, and increases engine efficiency and flexibility.



MARVEL INVERSE OILER

The only way to provide consistent feedings of MARVEL MYSTERY OIL to upper cylinder areas *automatically!*



MARVEL OUTBOARD ENG-OIL

- Keeps rings free.
- Keeps correct compression.
- Burns clean.



MARVEL AUTOMATIC TRANSMISSION TREATMENT

Scientifically developed to PREVENT common transmission troubles — leaking, creeping, slipping, surging.

To maintain "the peak power performance of a new car" the only way is with the MARVEL OILER.

Operating off the intake manifold, this completely automatic oiler feeds world-famous MARVEL MYSTERY OIL to the upper cylinder areas in exact proportion to engine load and speed. Just keep the oiler filled. Every "fussy" driver is a prospect. Installation kits for every car available.

**CONTACT YOUR
JOBBER TODAY!**

Write for catalog.

MARVEL DIVISION
EMEROL MANUFACTURING CO., INC.

331 North Main St.
Port Chester, N. Y.

95% Report Sales Higher in '59; Upturn for Many Is 20% or More

THE booming increase in sales by Southern and Southwestern jobbers is waxing boomier as the year wears on.

In answers to a questionnaire mailed to 350 over the area, 95% reported their volume higher than the same six months of last year, 2½% listed the same amount and 2½% reported a decline.

As has been true so frequently this year, more than half of the respondents said their sales were running 20% or better than the same period of 1958.

The bright reports included:

Medium-size Texas city—"Our business is still running 50% ahead of 1958. Good agricultural conditions, increased oil activity and larger volume of Mexican trade are the explanation."

Another medium-size Texas city—"Our increase is 30%. Premium deals should be discontinued," this respondent added.

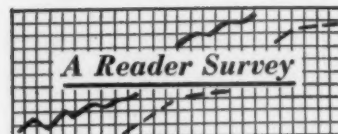
Big company at Dallas, Texas—"Ahead of last year. Prospects are good for a continued increase in volume."

While the depressed market for coal affected some parts of Kentucky and West Virginia, a Lexington, Ky., firm reported sales "way ahead of last year."

This report said the company "has one problem: finding enough hours in the day to take care of

the needs of our customers. Our business is good, our salesmen are enthusiastic and our entire crew is geared to 'wheel and deal' throughout 1959."

A well-known Louisiana house reported that "equipment sales are up, accounting for most of our increase of 19%."



A South Carolinian whose branch was not opened until after '58 was well under way reported his volume up 25% and added that "business is up generally."

One of the biggest and best known firms in Georgia revealed an upturn of 17% for all its stores combined.

Paul J. Collingsworth has been named manager of Walker Mfg. Co. of Wisconsin's Memphis, Tenn., district, replacing B. T. Martin. A graduate of Oklahoma University, Collingsworth joined Walker in 1953 as a sales trainee and has been a territory manager in Oklahoma and Houston, Texas.



TIRES ON FIRE?

**...caused by
loose Ball-Joints and**

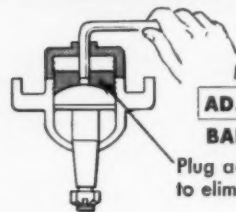
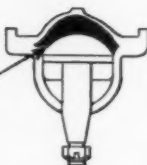
Correct 'em with

1. MOOG

ADJUSTABLE

**ORDINARY
NON-ADJUSTABLE
BALL-JOINTS**

Looseness here
causes excessive
tire wear.



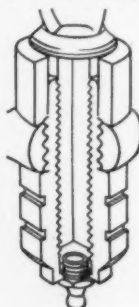
**MOOG
ADJUSTABLE
BALL-JOINT**

Plug adjusts down
to eliminate looseness.

2. MOOG STEERING

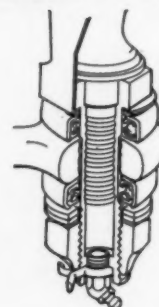
**ORDINARY
IDLER ARM
ASSEMBLY**

Steering "hangs by a
thread"—two threaded
screw parts that can
work loose or bind.



**MOOG
STEERING
STABILIZER**

Idler arm is full floating
between ball bearings for
smooth, instant response
at all speeds.



A climb of 20.5% was listed by a wholesaler adjacent to the Greater Charlotte, N. C., area.

From a medium-size Missouri city came a report that "we are 32% ahead this year" and "each month in 1959 has been ahead of 1958."

And added the president of this company:

"Looks good for the balance of this year."

He reported:

"We are running into a little price cutting. Some jobbers are

giving car-dealer prices to 'most everyone, especially on mufflers and pipes."

A branch operation in a small Oklahoma city tallied a rise of 30% in sales.

A veteran firm in upstate South Carolina reported increased sales of 35%.

One of the biggest companies in North Alabama listed a sales rise of 24%, easing ahead of one of the biggest and oldest companies in Mississippi which registered an increase of 23%.

One Alabamian reported sales up 16% and said "sales are very active."

A Tampa, Fla., executive said his sales were up 11.9% and then commented:

"Our biggest problem is numerous small jobbers created by local warehouses with pick-up privileges and without inventories, which encourages price cutting."

Schrader Appoints Richards

Appointment of Robert V. Richards as regional manager for petroleum TBA sales has been announced by The Schrader Division of Scoville Mfg. Co. Richards, who attended the University of North Carolina, was formerly district representative covering the Carolinas and Virginias.

Kentucky Ignition Moves Irvin


After five years in the eastern Kentucky territory of Kentucky Ignition Co., Lexington, John G. Irvin has been moved inside to handle sales promotion. He was formerly account executive with Merrill Lynch, Pierce, Fenner & Beane.

AEA to Meet Dec. 4-11


The 23rd annual meeting and manufacturers-distributors conference of Automotive Electric Association will be held at the Edgewater Beach Hotel in Chicago Dec. 4-11, according to Executive Secretary J. Howard Reed.

Charles W. Glass, formerly Virginia salesman for McEwen Cherry Co. of Nashville, Tenn., has been moved to Atlanta, Ga., as sales promotion manager. Glass, a graduate of the University of Georgia, earlier was connected with The Texas Co. in Atlanta. He is past president of Richmond B-35.





VEERING STEERING?



loose Idler Arm Assemblies

BALL-JOINTS



K-891
K-890
K-710
K-691

MOOG Adjustable Ball-Joints fit snug. You adjust out looseness with a twist of a wrench. Customers notice the difference immediately in easier steering and smoother ride. MOOG Adjustable Ball-Joints pay for themselves in longer tire life.



MAKE THE PRY-BAR TEST ON EVERY JOB

Take the weight of the car off the ball-joints and test for looseness. You'll find loose ball-joints and loose idler arm assemblies even on low mileage cars. Look for uneven tire wear. Ask the customer about steering difficulties. Double up on sales and profits by correcting steering and tire wear problems with both MOOG Adjustable Ball-Joints and MOOG Steering Stabilizers. See your MOOG Jobber.

STABILIZERS



MOOG Steering Stabilizer (Idler Arm Assembly) permits more accurate wheel alignment. Just a twist of a nut on K-251 type adjusts out steering play, extends tire life. K-283 is pre-assembled and pre-adjusted.



MOOG MEANS MORE UNDER-CAR BUSINESS!

MOOG INDUSTRIES, INC., ST. LOUIS 33, MO.

DeVilbiss Co. Debuts With Airless Spray

AIRLESS spray painting equipment introduced by the DeVilbiss Co., Toledo, O., makes possible "airless atomization" of paint and other materials, open-

ing new avenues of spray applications, according to H. M. Kidd, vice president—sales.

The airless method provides specific advantages for certain spray application, Kidd said, such as interior structures and other surfaces where exhaust facilities for

the removal of vapors and overspray are either very limited or non-existent.

On exterior painting the method reportedly permits very rapid coverage with wide spray patterns producing unusually sharp, clean edges, thus largely eliminating the necessity for masking and shielding on most "rough" work.

The unit is portable and consists of pump, cart, tank, lid, air-motor-driven agitator, elevator to raise pump when changing material containers, wire braid reinforced Teflon lined hose and airless spray gun with tungsten carbide spray cap. It can handle light- or heavy-bodied material, giving sharp edges and heavy, even coats, while conserving material, it was claimed. A single fluid hose to the gun provides maneuverability for hard-to-paint areas.

In principle, airless spraying forces material through a small orifice (.011 to .018 inner dimension) at pressures of 1,800 to 2,400psi. When material is suddenly released from the high pressure, it expands and breaks into small particles, which have enough forward velocity to carry them to the surface, but not sufficient force to rebound.

Harrison Cooler Sales Hit All-Time High

ALL-TIME record sales of automotive air-conditioning systems, amounting to 250,000 for the 1959-model year, have been reported by Harrison Radiator Division of General Motors Corporation.

Edward J. Reilly, general sales manager of the division, said the sales total so far this year is 45% greater than the division experienced in 1958 when 172,000 systems were sold, and represents the all-time high since production began in 1954.

Main concentration of sales continues to be in the Southwest and Southeast, he said, adding, however, that greater public acceptance is gradually taking place in other parts of the country. He predicted that sales for the 1960-model year would go well over the 300,000 mark.

A NEW "LO-LOW" PRESSURE GAUGE (STARTING AT ONE POUND)

From
ACME

... One of the **ORIGINATORS**
of the pencil-type gauge.

- To be used on any applications requiring extremely low pressure.
- Four-sided white nylon bar with black numerals.
- Beautifully chrome plated.

PARTICULARLY USEFUL FOR AIRLIFTS

No. 521
1 to 16 lbs.
in 1/2 lb.
units

ADDITIONAL ACME
PENCIL-TYPE GAUGES
ALL WITH
NYLON BAR

No. 505 - Calibrated from 5 to 50 lbs.
Particularly designed for tractor use.

No. 509 - Calibrated from 5 to 50 lbs.
For passenger cars and general use.

No. 520 - Calibrated from 20 to 120 lbs.
Particularly designed for high pressure use.

Write today for our complete new catalog

ACME AIR APPLIANCE Co., Inc.
205 NEWMAN STREET • HACKENSACK, N. J.

ACME
for Accuracy
SINCE 1915

3-8 HOW GOOD ARE YOU?

Can you divide this square into 4 equal and same-shaped parts, each containing 3 ACME "A's";

Attach the solution to your business card or letterhead and mail to ACME. If you're right, we'll send you a "Genius Award" for your accomplishment!

Relax each month with the ACME "Problem Corner"

A A A

A A A

A A A

A A A

*Talk to
the man
who says—*



He has the most powerful brake profit story you've ever heard!

No frills, no blue-sky promises—but a tightly cinched story based on the dollars-and-cents value of brake service to *you*. Learn how to pull in more customers, make more sales—get \$14 for every 10 minutes you spend selling brake service. Learn how to do it—again and again—with Grey-Rock P-L-S.

Your Grey-Rock jobber salesman has this story for you. Ask him for full details.

NATIONALLY ADVERTISED

- in the Saturday Evening **POST**
- on ABC's Radio Network "Weekend News"

Only **Grey-Rock** *makes*

BALANCED BRAKE LININGS

BALANCED BRAKES • TRUCKSETS • BRAKE BLOCKS • VEE-LOK® CLUTCH FACINGS

GREY-ROCK Division of Raybestos-Manhattan, Inc., MANHEIM, PA.

RAYBESTOS-MANHATTAN, INC., BRAKE LININGS • BRAKE BLOCKS • CLUTCH FACINGS • INDUSTRIAL RUBBER • MECHANICAL PACKINGS • ASBESTOS TEXTILES • ENGINEERED PLASTICS • SINTERED METAL PRODUCTS • RUBBER COVERED EQUIPMENT LAUNDRY PADS AND COVERS • ABRASIVE AND DIAMOND WHEELS • INDUSTRIAL ADHESIVES • BOWLING BALLS



Truck Transportation Now Employs One of Every Ten U. S. Workers

MOTOR truck use and the employment it creates in the United States are at an all-time high, the Automobile Manufacturers Association reports in the 1959 edition of *Motor Truck Facts*, just released.

The statistical handbook reveals that truck transportation now em-

ploy 7,400,000 persons, or one out of every ten employed men and women in the nation.

Last year, 11,200,000 private and publicly-owned trucks were in use on U.S. streets and highways—setting a new record. Trucks account for nearly 17% of total U.S. motor vehicle registrations.

The fact book also shows that trucks haul 1.6 billion tons of freight a year—more than any other type of carrier. Trucks are the prime carriers of the nation's food products, bringing 87% of livestock and 61% of fruits and vegetables to major markets across the country, the AMA reports.

The 1959 edition, with 48 pages of charts and tables, also covers such subjects as truck production, highways, scrapage and special uses of trucks. Following are some of the book's highlights:

A total of 31,000,000 motor trucks have been produced in the U.S. since the beginning of the truck manufacturing industry.

Trucks in the U. S. travel more than 113 billion miles annually. More than 600,000 trucks and buses were scrapped in the U. S. last year, compared with 664,046 factory sales.

Trucks perform a variety of specialized jobs. For example, 207 truck units guard against tuberculosis throughout the country and 40% of all fishery products in the U. S. are hauled by trucks.

There are 59,000 truck fleets of ten or more vehicles in operation throughout the U. S.

The number of trucks on U. S. farms have increased from 2,200,000 to 3,000,000 in eight years.

One-third of all special taxes on U. S. highway users—\$2.5 billion—are paid by the motor truck operators.

One out of every five trucks manufactured in the U. S. is exported, with Latin America the biggest market.

School buses transport a third of the nation's school children to class.

Some 30,000 retail dealers sell motor trucks in the U. S.

Ford Earns \$285,900,000 In First Six Months

CONSOLIDATED earnings of Ford Motor Co. for the first six months of this year were \$285,900,000, according to Ernest R. Breech, chairman of the board. For the similar period in 1958 the company earned \$16,100,000.

Sales in the first half of 1959 were \$2,954,300,000, compared with \$1,987,300,000 in the first six months of 1958. In the second quarter of 1959 earnings were \$151,100,000, compared with the first-quarter earnings of \$134,800,000. In the second quarter of 1958 the company lost a total of \$13,700,000.

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Tarheel Garagemen Plan State Organization

CREATION of the Independent Garage Owners of North Carolina was the prime objective of a meeting arranged for the 8th and 9th of this month at the Robert E. Lee Hotel in Winston-Salem.

Ralph H. James of Tulsa, Okla., executive director of the Independent Garage Owners of America, planned to be on hand to work with garagemen from half a dozen cities who were expected to create this additional state within the IGOA movement.

James set up meetings in advance at Charlotte, Salisbury, Greensboro and Raleigh and arranged to go from the organizational gathering to Fayetteville and Wilmington.

His itinerary also called for stopping at Jackson, Miss., July 31, Atlanta August 2 and Spartanburg, S. C., August 3.

Allied (manufacturer) members have increased to nearly 75 with two newcomers—Pick Mfg. Co., West Bend, Wis., and Champ-Items, Inc., St. Louis, Mo.

The fifth annual convention of IGOA will be held next summer in Atlanta. H. F. "Red" Reagin of Atlanta is president, having been elevated from the first vice presidency at the convention in Denver, Colo., in June.

Atlanta SAE Hears Owens

John W. Owens, regional Southeastern sales manager for E. I. du Pont de Nemours & Co., addressed the July meeting of the Atlanta (Ga.) Fleet Superintendents Association, at which a color film—"The Finish with a Future"—introducing Lucite, was presented by representatives of du Pont's Finishes Division. S. R. Washington, who has been with du Pont for 33 years, participated in a question-and-answer portion of the program.

Steinla Dies in Maryland

Oscar Ervin Steinla, 69, president of Steinla Motor Co. and the Steinla Transportation Co. of Cumberland, Md., died last month following several weeks of ill health. He was a pioneer in the automobile and trucking business as well as in long-distance hauling out of Cumberland, having been associated with that business for over 50 years. Steinla had been a Mack truck dealer since 1941 and a De Soto-Plymouth dealer since 1943.

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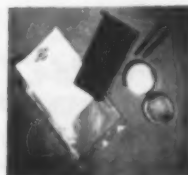
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No-Lubrication Chassis May Appear Soon, Based on Testing by Fleet

YOU may soon be servicing motor vehicles whose chassis require no lubrication.

The following announcement has just come from E. I. du Pont de Nemours & Co.:

"Six 1958 model taxicabs, used to test a new-type ball joint suspension bearing and steering linkage bearing, have run 50,000 miles with no chassis lubrication. This test of durability is equivalent to the driving done by the private car owner in four to five years of average driving.

"Other cabs in the test fleet, with conventional bearings, had to be greased 36 times each during the test, which began in October 1958 and ended June 1, 1959.

"Bearings in the cabs which ran without greasing were lined with woven fabric of 'Teflon' TFE-fluorocarbon fiber, a development of Du Pont's research program. 'Teflon' TFE fiber is known to be literally slipperier than ice, hence it presents a nonsticking surface ideal for bearings.

Taxis Save \$54 in Lubes

"The taxis with fiber bearings saved the fleet about \$54 a cab in lubrication costs during the test. This would mean a total saving of about \$300 during the life of each vehicle equipped with such non-lubricated bearings of 'Teflon' TFE fiber, as taxicabs are commonly driven around 300,000 miles.

"Although passenger-car owners are not expected to drive a single vehicle for nearly that many miles, the test points to a potential saving of \$40 to \$50 per car, based on \$1.75 for a grease job.

"The bearing test was conducted on a fleet of taxicabs owned by the White Top Cab Co. of Baltimore, Md. It was undertaken jointly by Du Pont and the Inland Mfg. Division of General Motors Corp., which manufactured the bearings. Baltimore was chosen as the test city because its many cobblestone streets pose severe driving conditions.

"Aside from the money saving demonstrated by the test, an important human advantage was shown. Drivers commented repeatedly on the improved ride and handling performance of the taxis equipped with the fiber bearings. Easier steering and smoother ride

performance led to their being less tired at the end of each driving day, they said. Some of the drivers referred to the fiber bearings as 'the poor man's power steering.'

"The drivers' reports have been confirmed by objective tests using instruments to measure wheel motion or 'fight' and chassis up-

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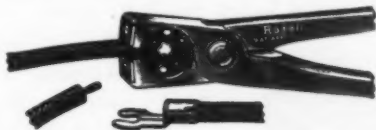
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AD-15



A "Lincoln Quality Service" plaque, given on the basis of workmanship, appearance, merchandising and facilities, was presented to the owners of Ray-Bradford Lincoln-Mercury, Inc., Huntsville, Ala., by M-E-L Division of Ford Motor Co. First of its kind to be given in Ford's Memphis district, the award was made in connection with a national program for dealers aimed at improvement of over-all service department operations. Pictured are (l. to r.): E. L. Morris, M-E-L Memphis district service manager; O. L. Carlson, divisional parts and service manager, Dearborn, Mich.; Doug Ray and C. I. Bradford, owners of the dealership.

and-down motion which even on smooth roads cause driver fatigue. The tests show that over-all ride performance definitely improves on cars equipped with these fiber bearings.

"Another point brought out in the test, and one of particular interest to passenger-car owners, was that the non-lubricated fiber bearings didn't squeak when they were wet."

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Detroit Harvester Co. Becomes Dura Corp.

DETROIT Harvester Co. became Dura Corp. on August 1.

President J. Thomas Smith said that adoption of the name "puts an end to a problem that has plagued this company for ten years."

In 1936 Detroit Harvester acquired and merged with Dura Co. of Toledo, manufacturer of automotive parts and equipment. The company now conducts its operations through five divisions and two subsidiary companies. Newest is Weaver Division, formerly Weaver Mfg. Co. of Springfield, Ill.

Goodyear, Auto-Lite Hold Houston Sales Meeting

FIELD salesmen and home office executives of Goodyear Tire and Rubber Co. and The Electric Auto-Lite Co. met recently in Houston, Texas, for one of a series of seven Southwestern joint meetings to kick off new merchandising programs triggered by Goodyear's switch from its private brand to Auto-Lite batteries.

Home office executives conducting the meetings included Paul Kenyon of Goodyear Battery Sales in Akron, O., and Auto-Lite officials M. H. Smith, replacement sales manager; Robert Price, battery merchandising manager, and K. B. Woyame, national accounts representative.

Wix Corp. Adds a Plant

Wix Corp. of Gastonia, N. C., has acquired an additional plant located in Dallas, N. C., five miles from the main factory. Providing 48,000 square feet of floor space, the new plant will handle the firm's finished goods, traffic and shipping departments.

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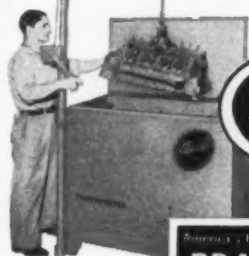


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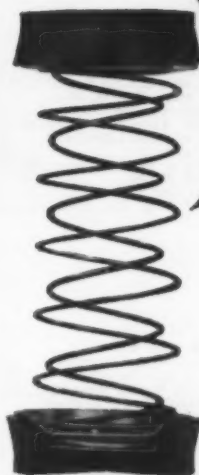
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J. Paul Saunders — Bowling Green
Bishman Mfg. Co.
Lisle Corp.
Monkey Grip Sales
Murray Co.
Byron B. Baile — Louisville
Barrett Equipment Co.

Lee B. Hughes — Louisville
Acme Air Appliance Corp.
Alondra Sales, Inc.

LOUISIANA

L. M. Cressy, Jr. — New Orleans
Bishman Mfg. Co.

MARYLAND

W. S. Kneavel & Co. — Baltimore
Cole-Hersee Co.
Pit-Bar Mfg. Co.
Jess Miller Sales — Baltimore
Lisle Corp.
Milesmaster, Inc.
Merv Neal — Baltimore
F & B Mfg. Co.
Tom Wilmer — Baltimore
Storm-Vulcan

MISSISSIPPI

Guy M. Parker — Jackson
F & B Mfg. Co.
Southern Sales Co. — Jackson
Cole-Hersee Co.
Herman A. Shields — Meridian
Johnson Bronze Co.
Muskegon Piston Ring Co.
Precision Automotive Components Co.
Rich Mfg. Co.

MISSOURI

R. S. Black — Kansas City
Warner-Patterson Co.
C. N. Buettner — Kansas City
Acme Air Appliance Co., Inc.
Monkey Grip Sales Co.
R. O. Dickey & Co. — Kansas City
Jaycee Chemical Co.
John W. Earl — Kansas City
K-D Lamp Co.
E. H. Ebert — Kansas City
Pit-Bar Mfg. Co.
Practical Mfg. Co.
Charles H. Koslowsky — Kansas City
Bishman Mfg. Co.
Frank Libby Co. — Kansas City
Muskegon Piston Ring Co.
Nutmeg Chemical Co.
H. J. Snyder — Kansas City
Glide Control Corp.
Pullman Vacuum Cleaner
M. H. Swanman, Inc. — Kansas City
Lisle Corporation
Paul K. Wilcox Co. — Kansas City
Murray Co.
Stant Mfg. Co., Inc.
Don Ayd — St. Louis
Bishman Mfg. Co.
Herman H. Buegler — St. Louis
Manley Valve Corp.
Muskegon Piston Ring Co.
Precision Automotive Components Co.
Link & Chambers Sales Co. — St. Louis
Ken Tool Mfg. Co.
Russ Nixon — St. Louis
Guaranteed Parts Co.
Walter G. Punt — St. Louis
Otto-Items, Inc.

NORTH CAROLINA

Bill Chaney — Charlotte
Bishman Mfg. Co.
Murray Co.
T. L. Kidd Co. — Charlotte
Johnson Bronze Co.
Muskegon Piston Ring Co.
Storm-Vulcan, Inc.
Walter F. Pope — Charlotte
Chicago Rawhide Mfg. Co.
The Walden Co. — Charlotte
Alondra Sales, Inc.
K-D Lamp Co.
J. B. Ruark Sales Agency — High Point
Precision Automotive Components Co.

OKLAHOMA

B. A. Kline — Oklahoma City
Bishman Mfg. Co.

Henry Lees & Associates —
Oklahoma City
L & S Bearing Co.

PENNSYLVANIA

Ted Dinger — Pittsburgh
Alondra, Inc.
Laher Spring & Tire Corp.
Murray Co.

TENNESSEE

Jan Major Co. — Memphis
Pit-Bar Mfg. Co.
Earl Potter — Memphis
K-D Lamp Co.
H. R. Robbins — Memphis
Barrett Equipment Co.
J. B. Skinner — Memphis
Homestead Valve Mfg. Co.
J. R. Sullivan — Memphis
Chicago Rawhide Mfg. Co.
McEwen Cherry Co. — Nashville
Binks Mfg. Co.

TEXAS

Battle & Davis Sales Co. — Dallas
H. B. Egan Mfg. Co.
Fitzgerald Mfg. Co.
F. J. Brogan — Dallas
Monkey Grip Sales Company
B. B. Burk — Dallas
Hollingshead Corp., R. M.
Monroe Auto Equipment Co.
P & D Mfg. Company
Capton & McEvoy Co. — Dallas
Glide Control Corp.
Precision Automotive Components Co.
J. S. Connell Co. — Dallas
Detroit Aluminum & Brass Corp.
Manley Valve Corp.
H. M. Cree Co. — Dallas
Chicago Rawhide Mfg. Co.
Pullman Vacuum Cleaner Corp.
Crockett-Jordan-Duncan Co. — Dallas
Cole-Hersee Co.
Nutmeg Chemical Co.
P. H. Ebeling — Dallas
Vellumold Co.
John D. Harvey Co. — Dallas
Muskegon Piston Ring Co.
Hirsig-Frazier Co. — Dallas
Binks Mfg. Co.
Hull Mfg. Co.
Albert Jayne — Dallas
Ken Tool Mfg. Co.
Dean Johnson — Dallas
Alondra Sales, Inc.
Lynn & Hemphill — Dallas
Jaycee Chemical Co.
Stant Mfg. Co., Inc.
Warner-Patterson Co.
W. D. Martin — Dallas
Barrett Equipment Co.
McClintock Sales Corp. — Dallas
Acme Air Appliance Co., Inc.
J. J. O'Connell, Jr. — Dallas
Otto-Items, Inc.
Ralph Russell — Dallas
Milesmaster, Inc.
W. Frank Russell Co. — Dallas
Murray Co.
Shipp & Payne — Dallas
Pit-Bar Mfg. Co.
Practical Mfg. Co.
Vogel-Swygard Associates — Dallas
Bishman Mfg. Co.
H. H. Whelan Co. — Dallas
Emerol Mfg. Co.
O. C. Zell — Dallas
Storm-Vulcan, Inc.
W. L. Lyon — El Paso
K-D Lamp Co.
Automotive Sales Co. — Ft. Worth
F & B Mfg. Co.
Laher Spring & Tire Corp.
Fritz Keller Company — Ft. Worth
Lisle Corporation
Bill Kall — Houston
Barrett Equipment Co.
J. E. Seifert — Houston
Homestead Valve Mfg. Co.

VIRGINIA

T. S. Armistead — Richmond
Homestead Valve Mfg. Co.
James E. Duffee — Richmond
Magna-Krom Mfg. Co.
George M. Scott — Charleston
Bishman Mfg. Co.

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